

Figure 1: The Customer Design System (CDS) 08/243638

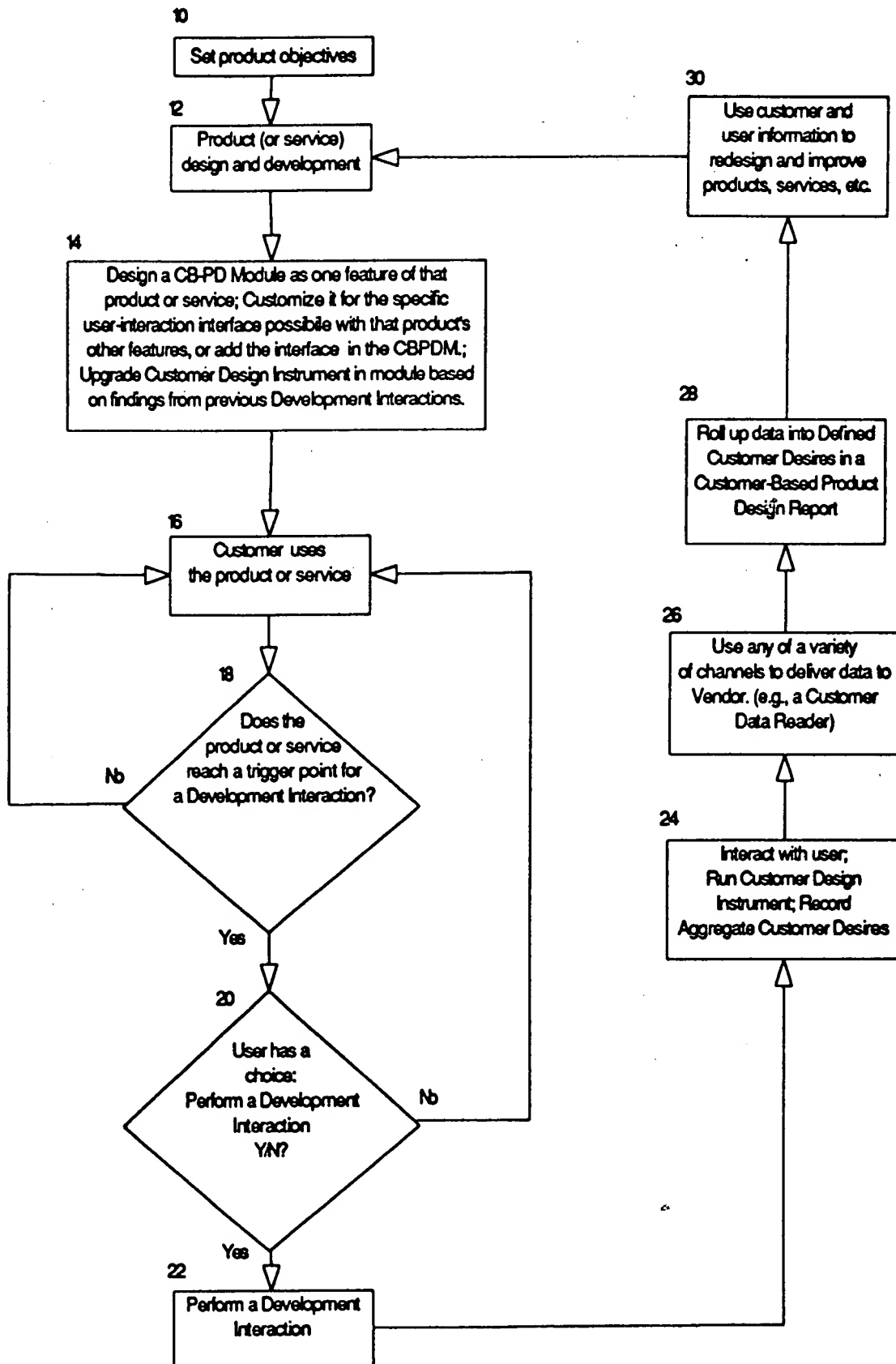


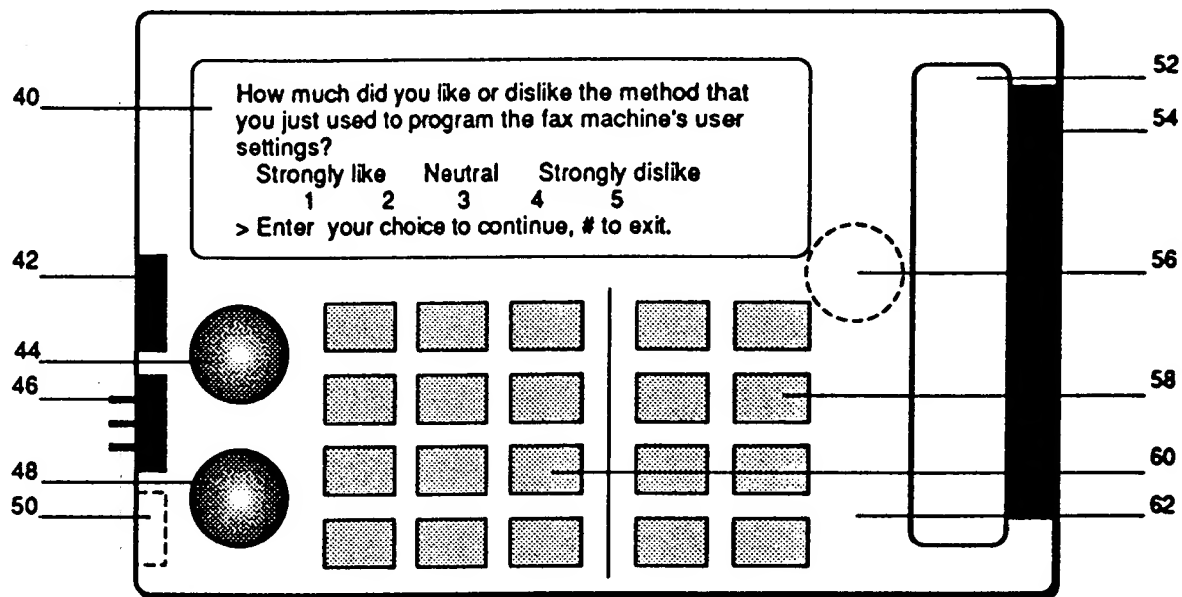
Figure 2: Customer-Based Product Design Module (CB-PDM)

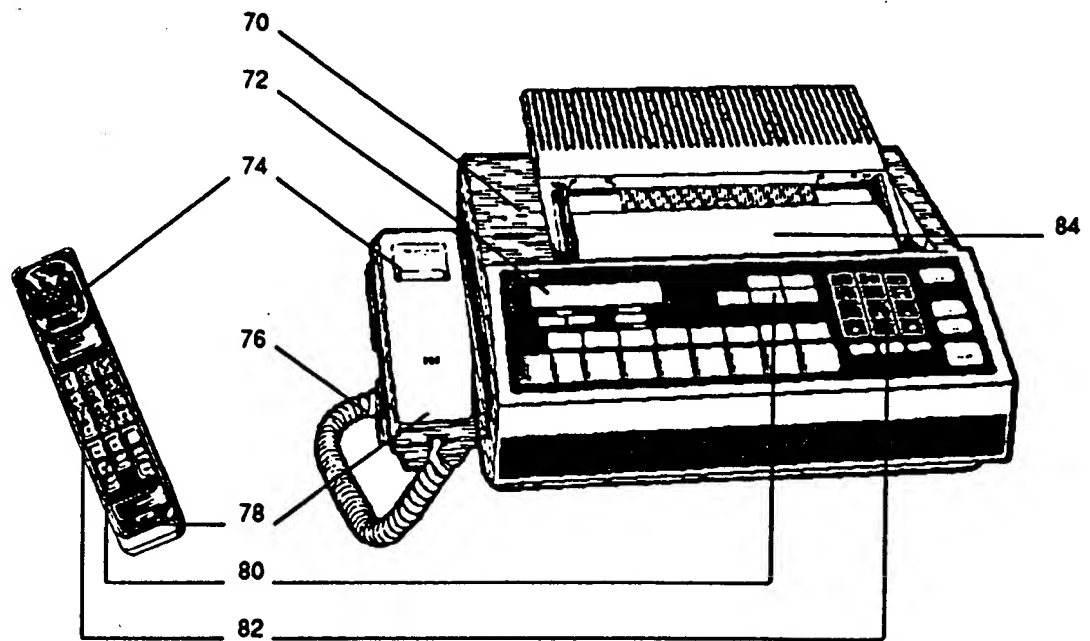
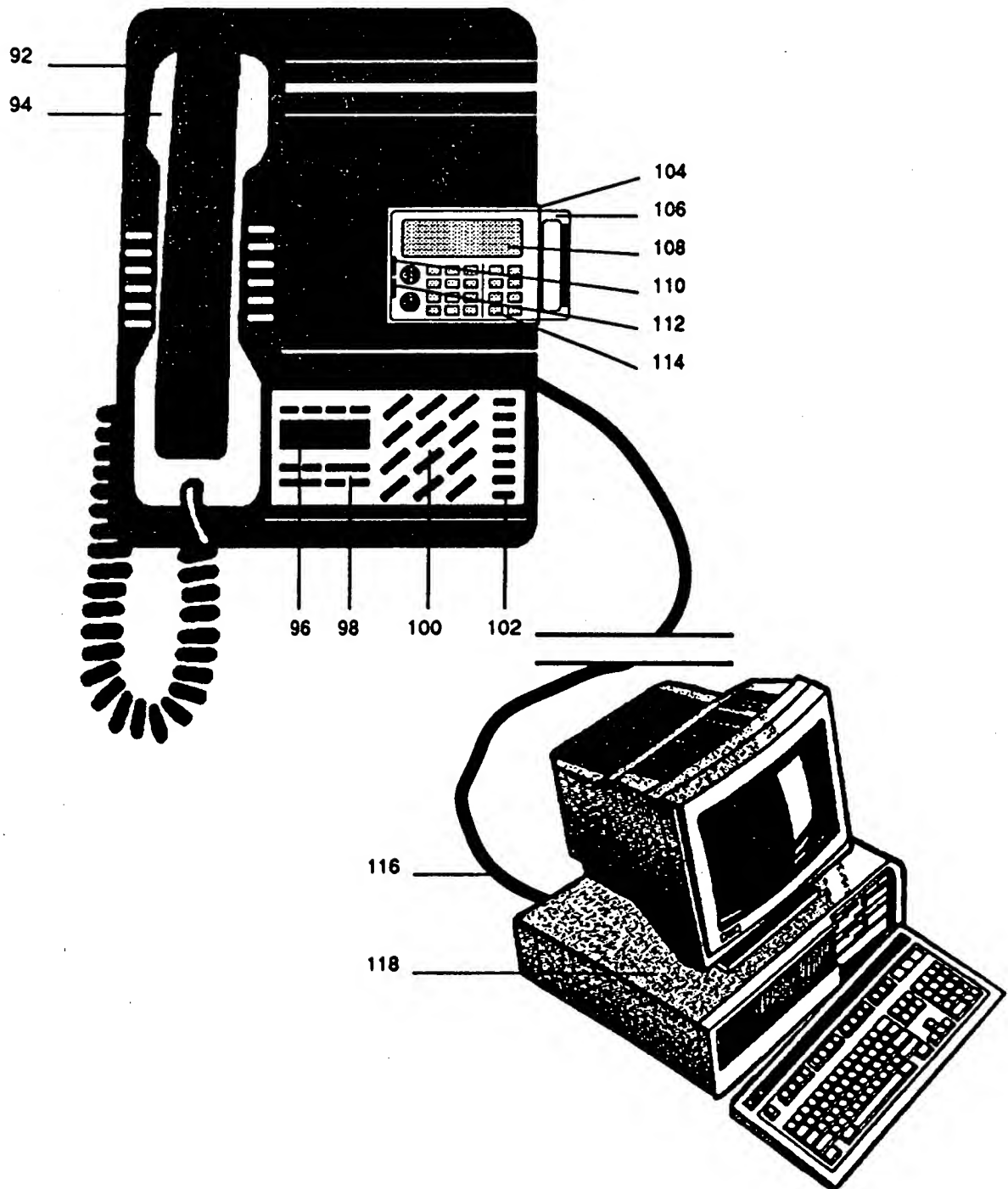
Figure 3: Customer Directed Product (CDP)

Figure 4: Customer Data Reader/Programmer (CDRP) 243638



**Figure 5: Transmitting ACD data to Vendor
directly from a CB-PD Module**

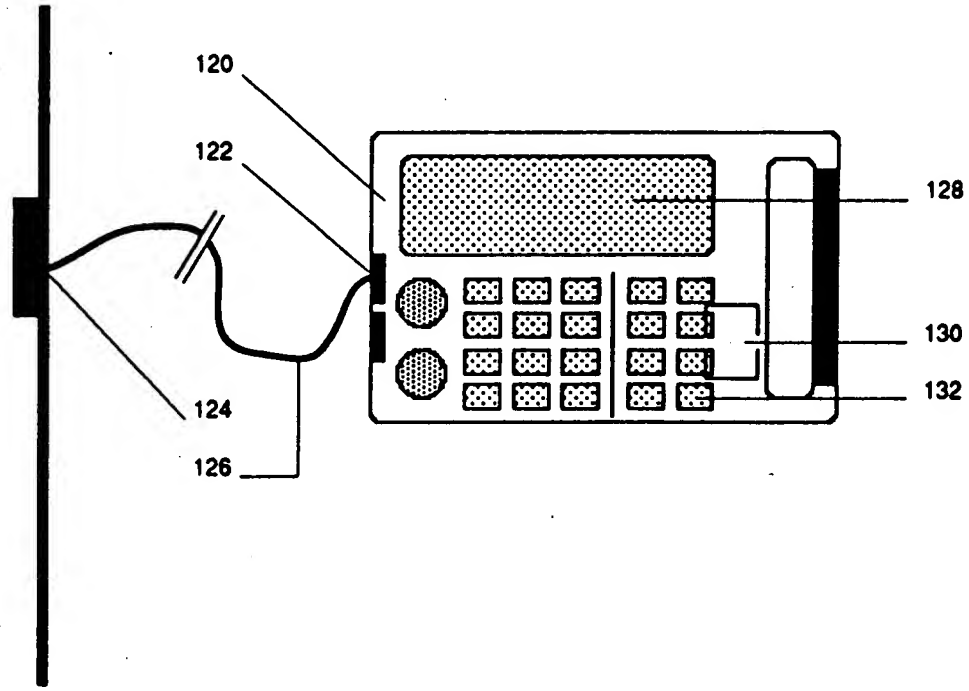
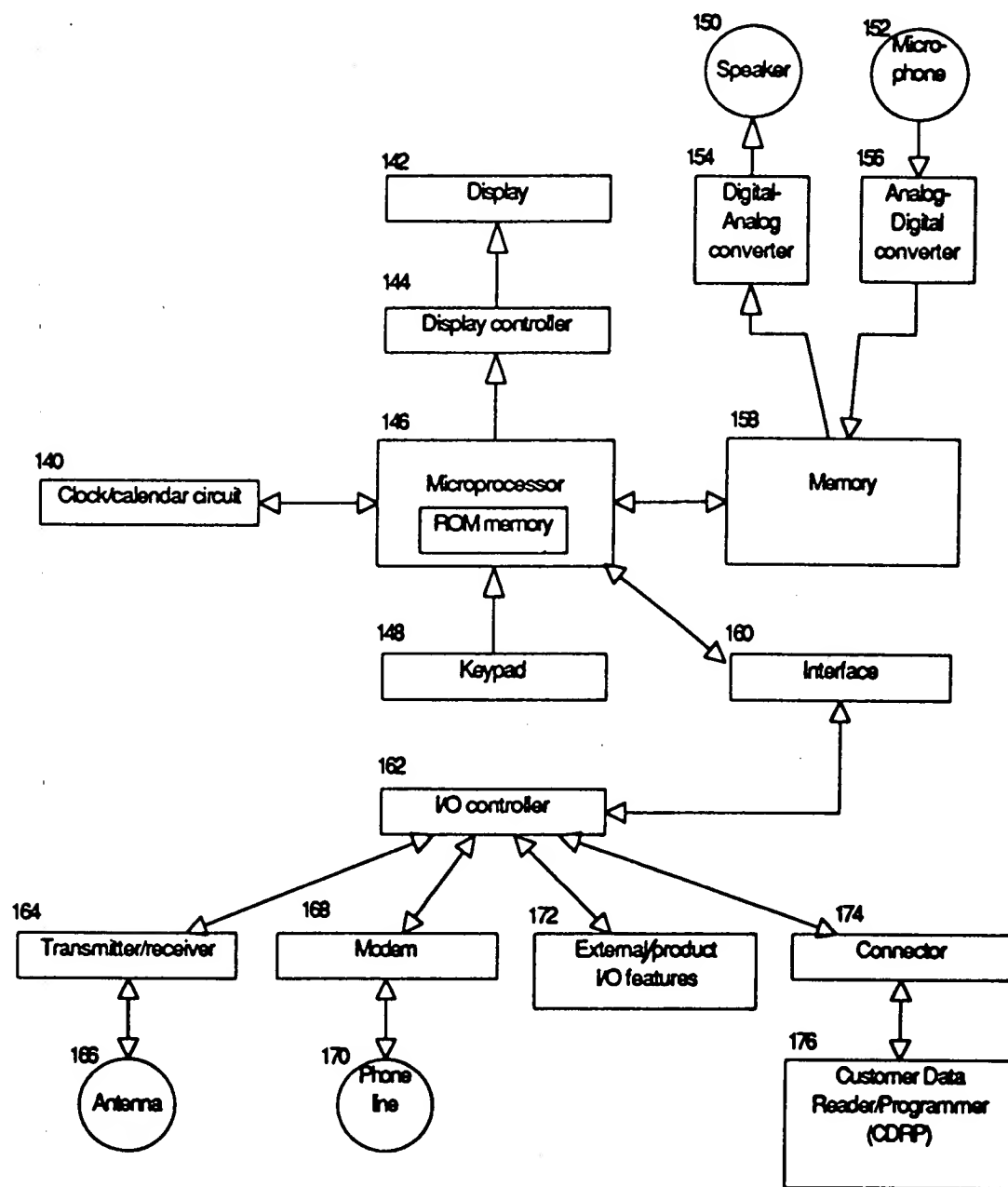


Figure 6: Block diagram of CB-PD Module



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Figure 7: Block diagram of Customer Directed Product (CDP)

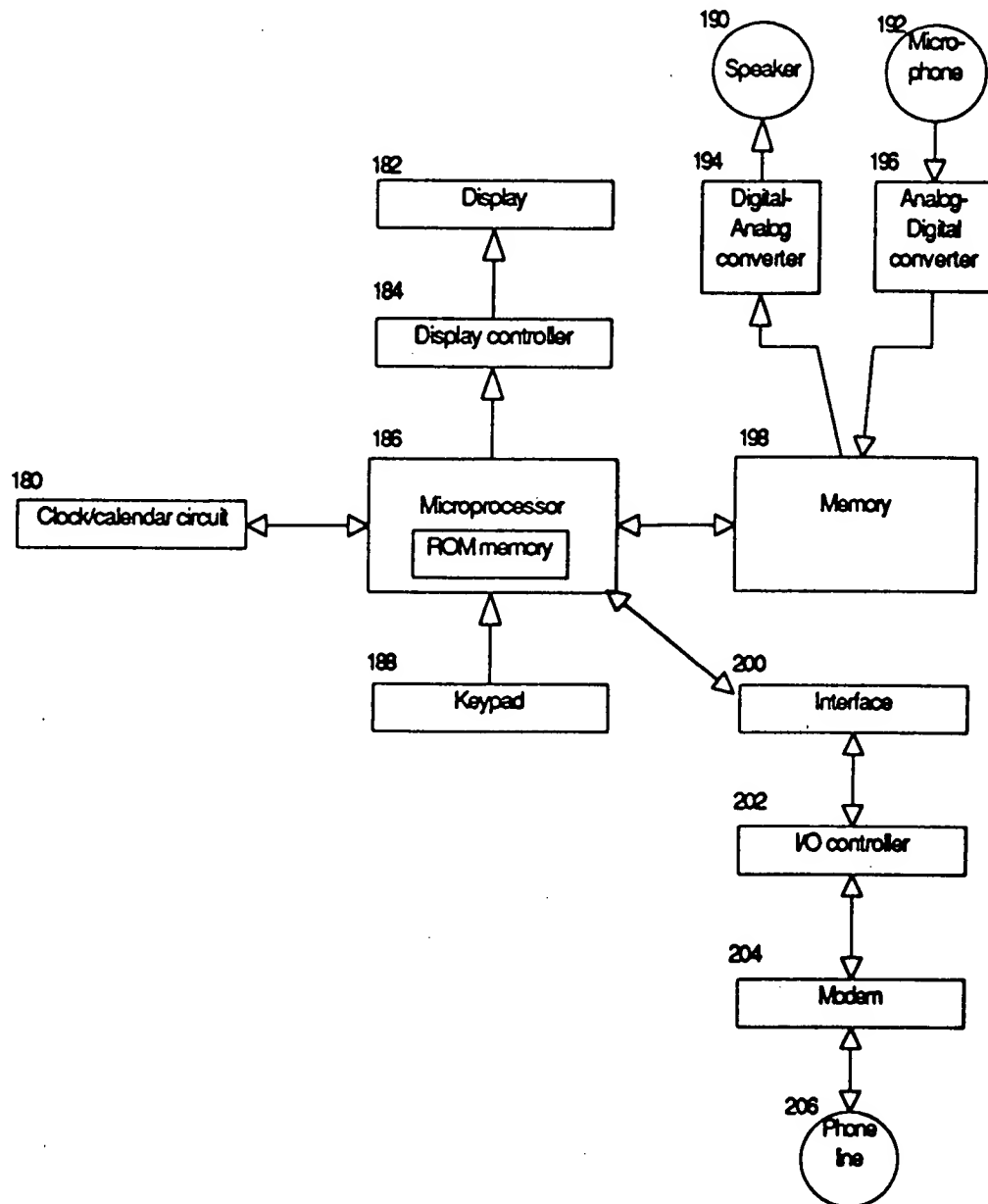


Figure 8: Instrument Design Repository (IDR)

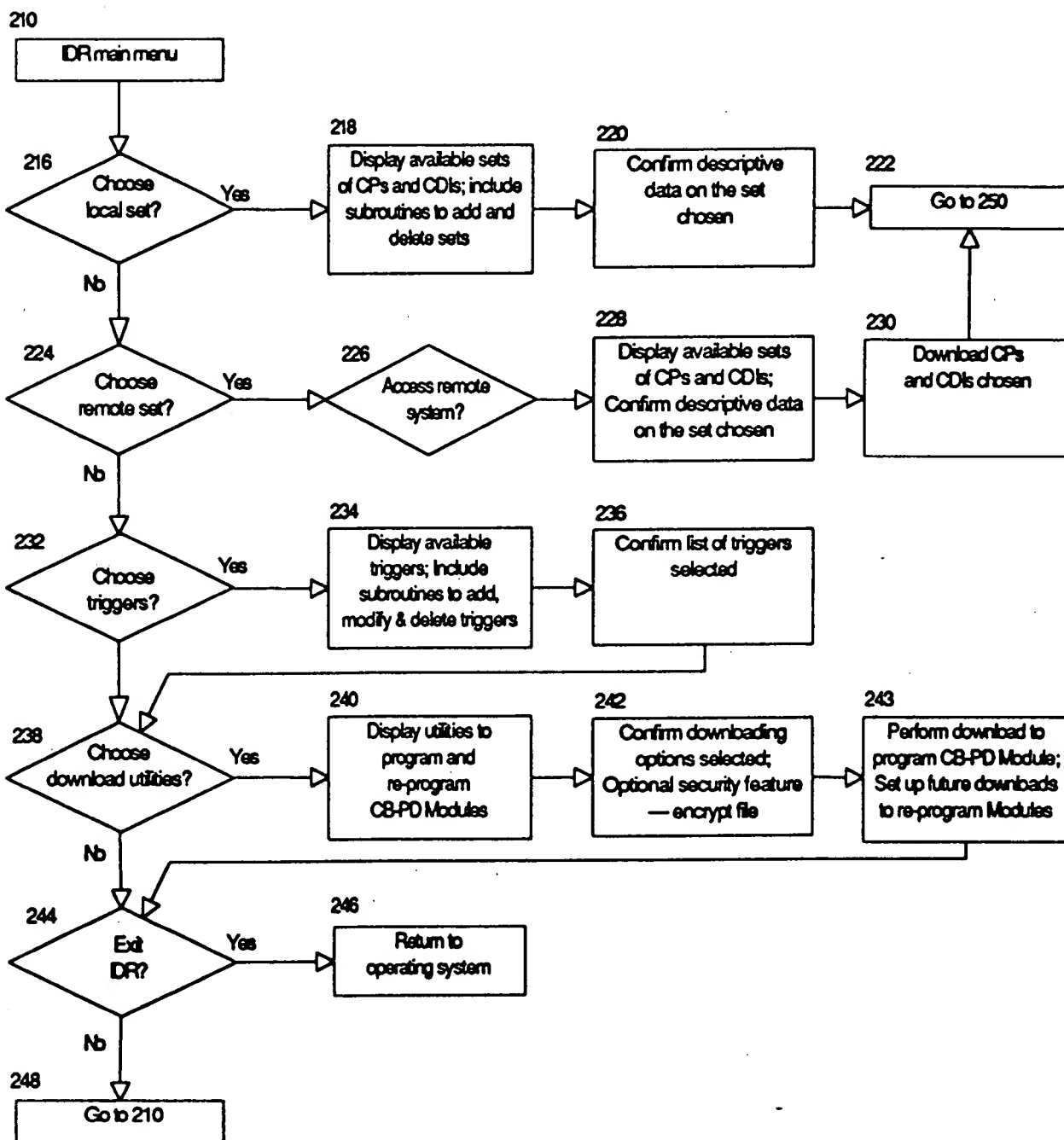


Figure 9: Instrument Design Repository (IDR)

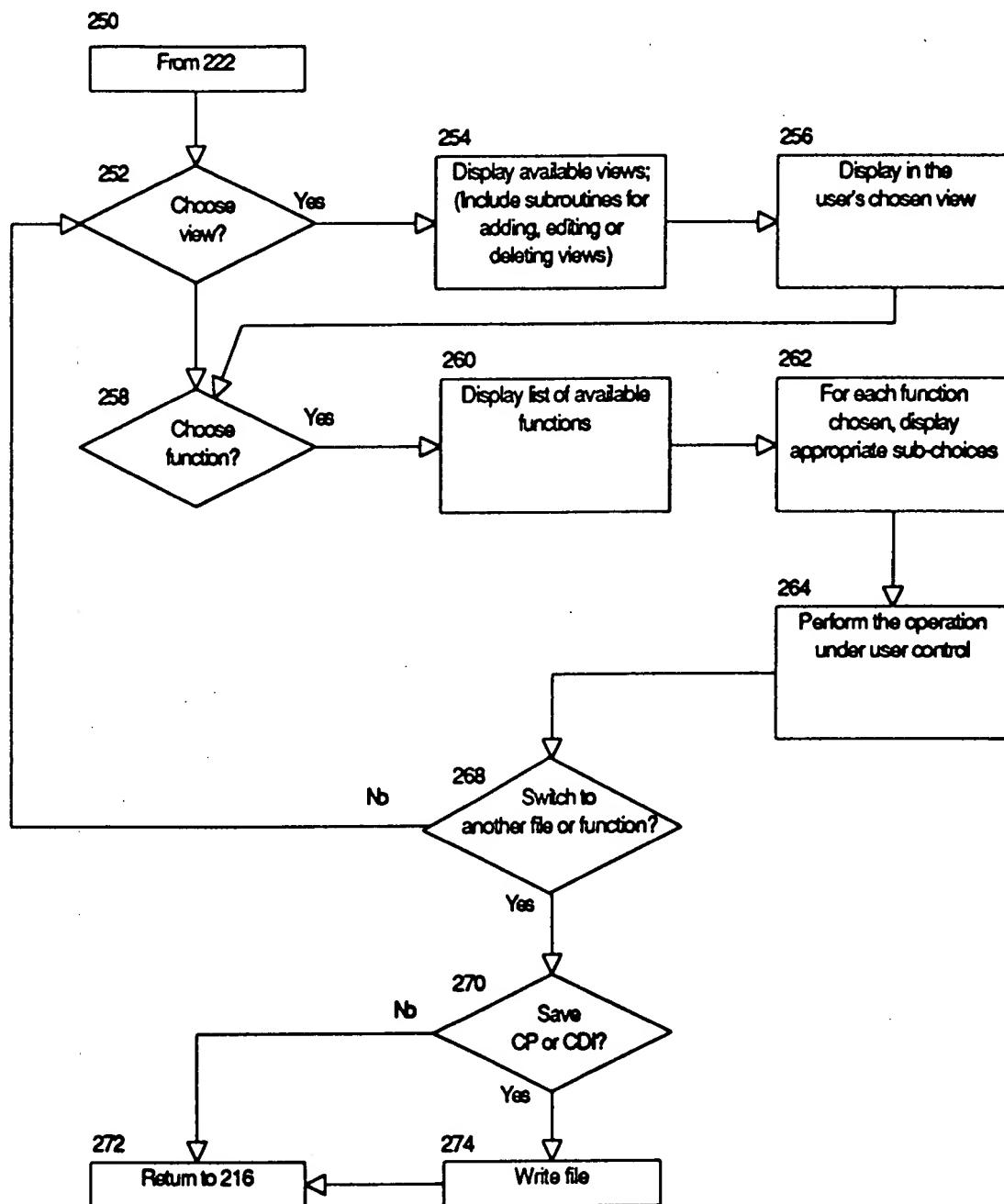


Figure 10: Development Interactions (DI)

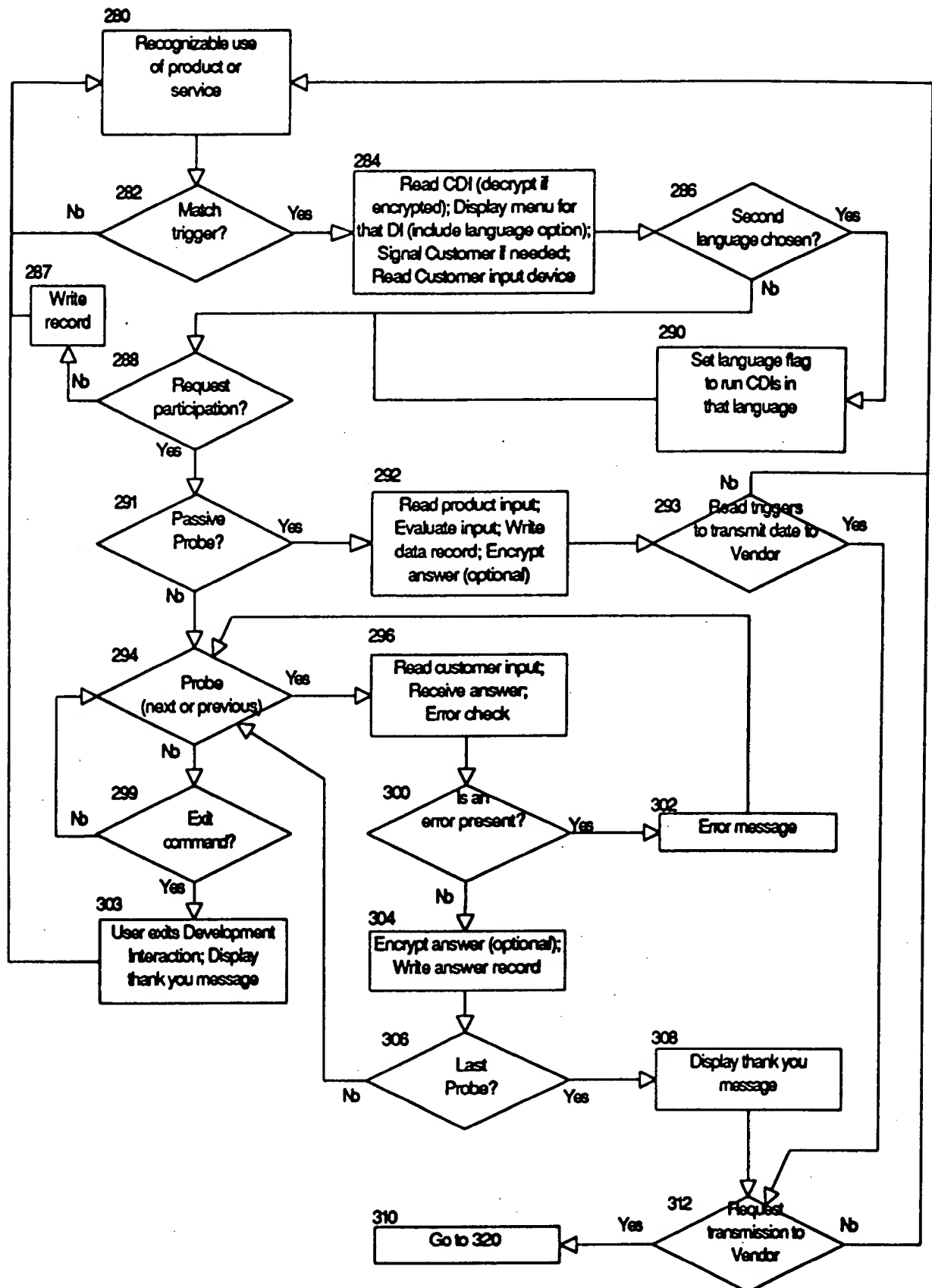


Figure 11: Transmission with Optional Security Procedures 88/243638

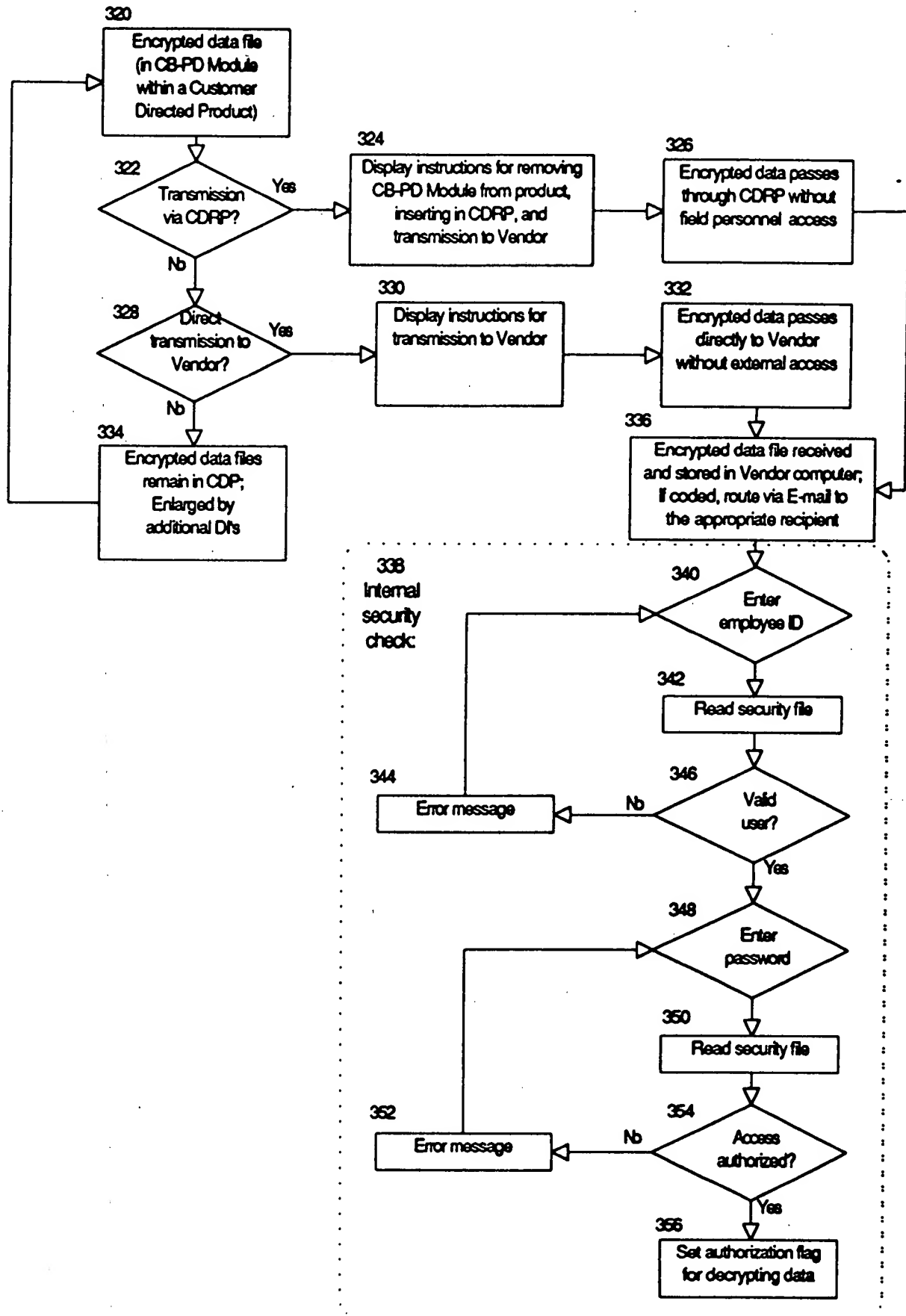


Figure 12: Growth of
Aggregate Customer Desires (ACD) Database

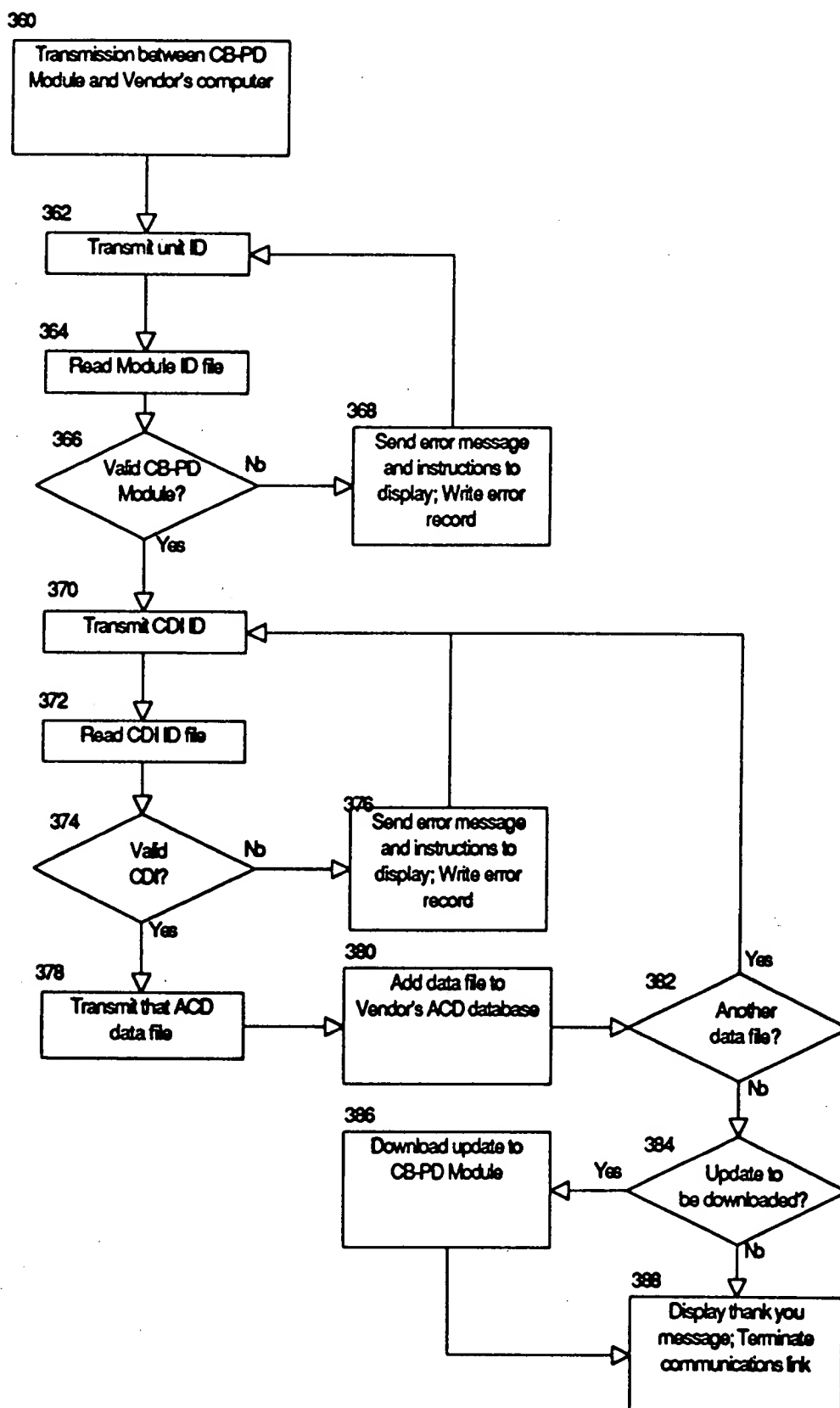


Figure 13: Customer-Based Product Design Report (CB-PDR)

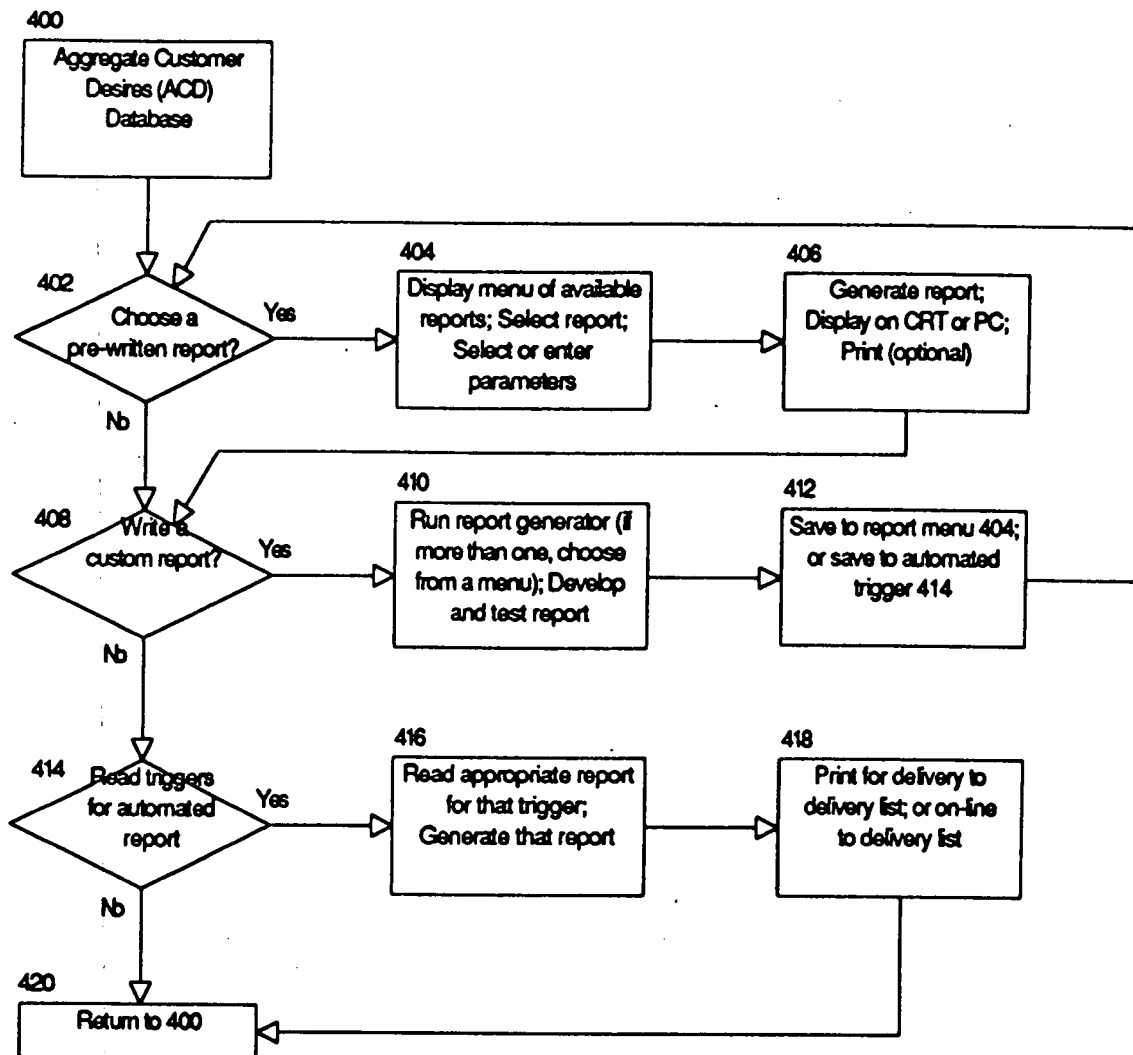
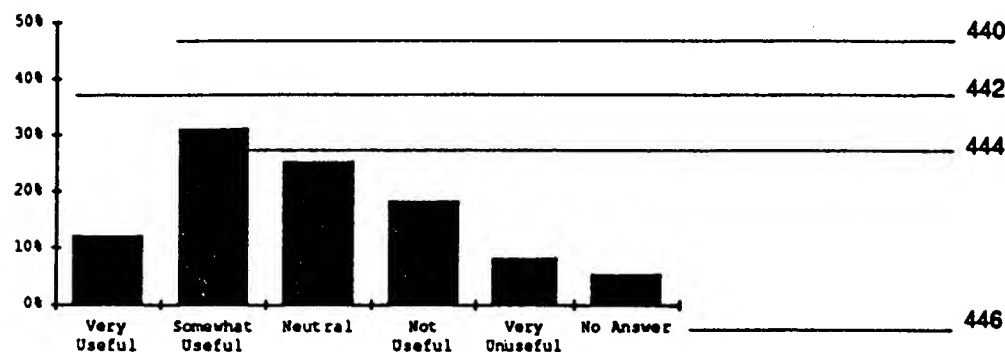


Figure 14: Recommended reporting format for Customer-Based Product Design Reports (CB-PDR)

Probe #12: Function to calculate Net Present Value _____ 430

How useful did you find this method of performing this type _____ 432
of calculation?

Very Useful	12%	423	_____ 434
Somewhat Useful	31%	1,086	_____ 436
Neutral	25%	884	_____ 438
Not Useful	18%	642	_____ 438
Very Unuseful	8%	287	
No Answer	5%	191	



Customer comments: _____ 448

Please explain how this calculation method helped or hindered _____ 450
your work:

- 1 Gives a good understanding of the interaction between _____ 452
different financial measures
- 1 I could experiment with the variables
- 2 This is easy to understand
- 2 Gave me a better understanding of the numbers
- 2 It focused on the key elements so I could think about the
sensitivity points
- 3 Somehow the method and my numbers were not related. Although
I spent time on it, it didn't help my decision.
- 3 Too easy to miss the big picture because of data overload.
Too many numbers to manipulate.
- 4 There seemed to be more than was necessary.
- 4 Should be more instructive.
- 5 Help!

No Answer Can see consequences of different assumptions _____ 454
No Answer Helped understanding but took too many tries

Figure 15

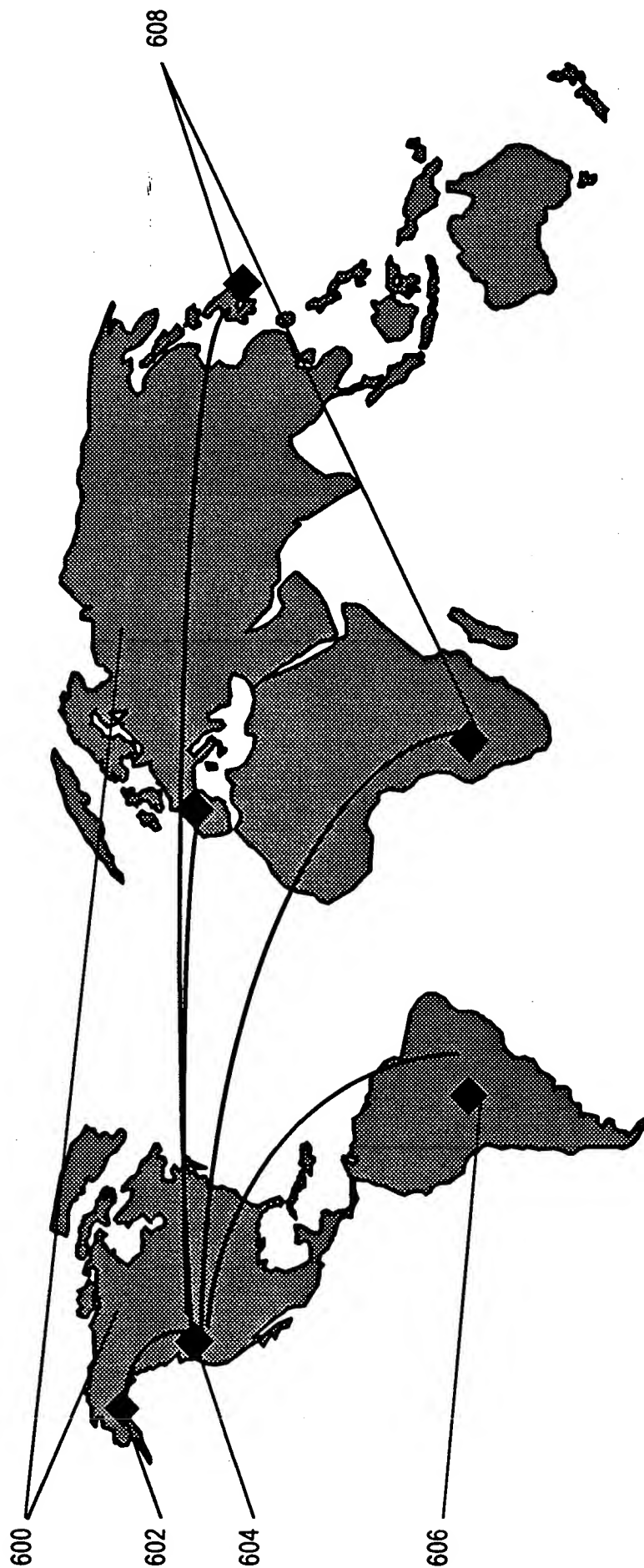
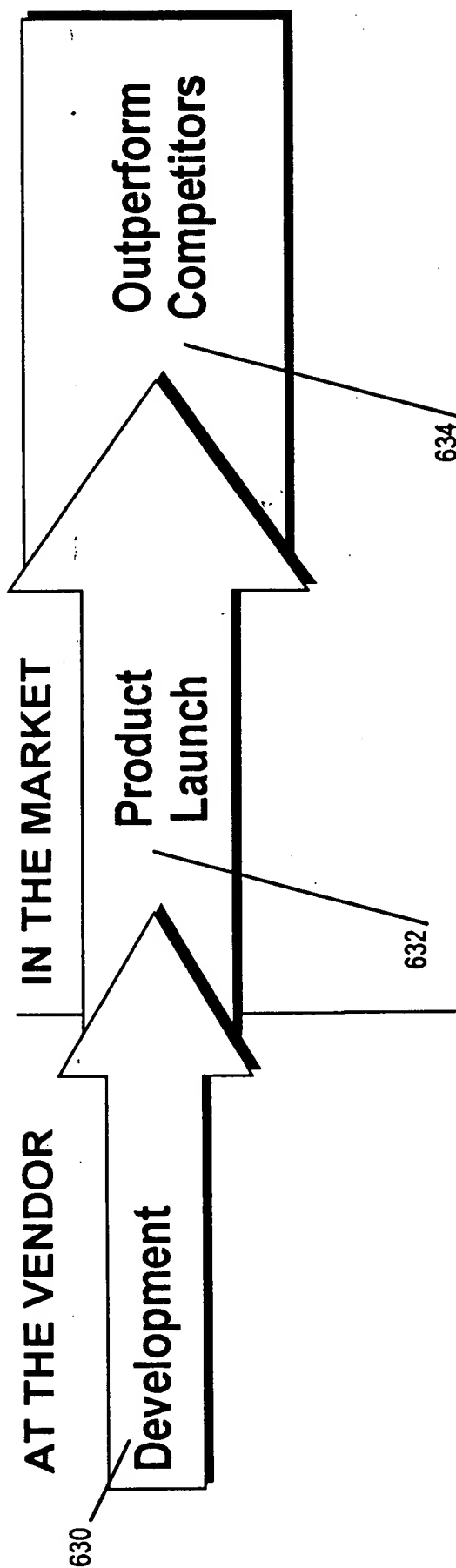


Figure 16



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Figure 17

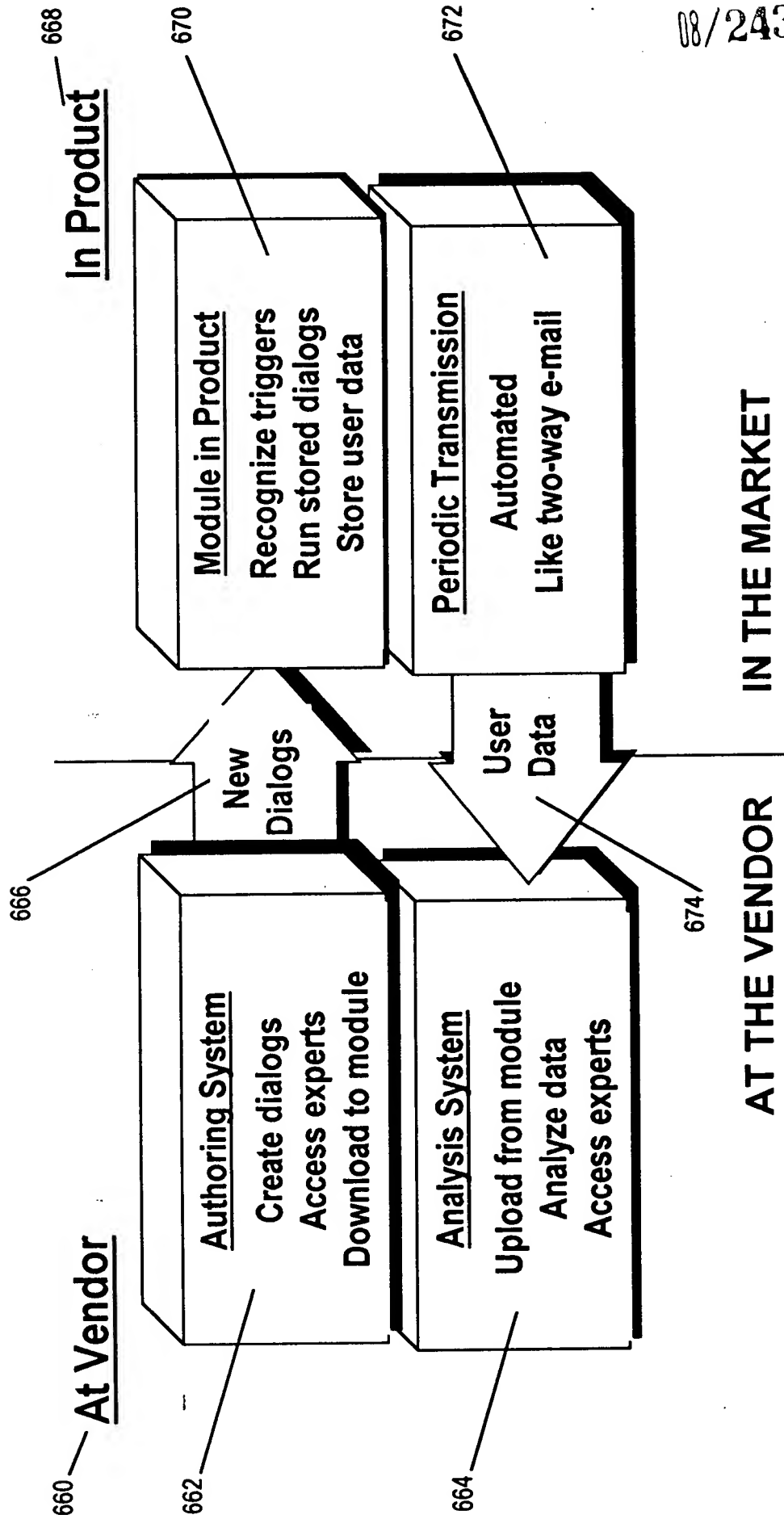


Figure 18

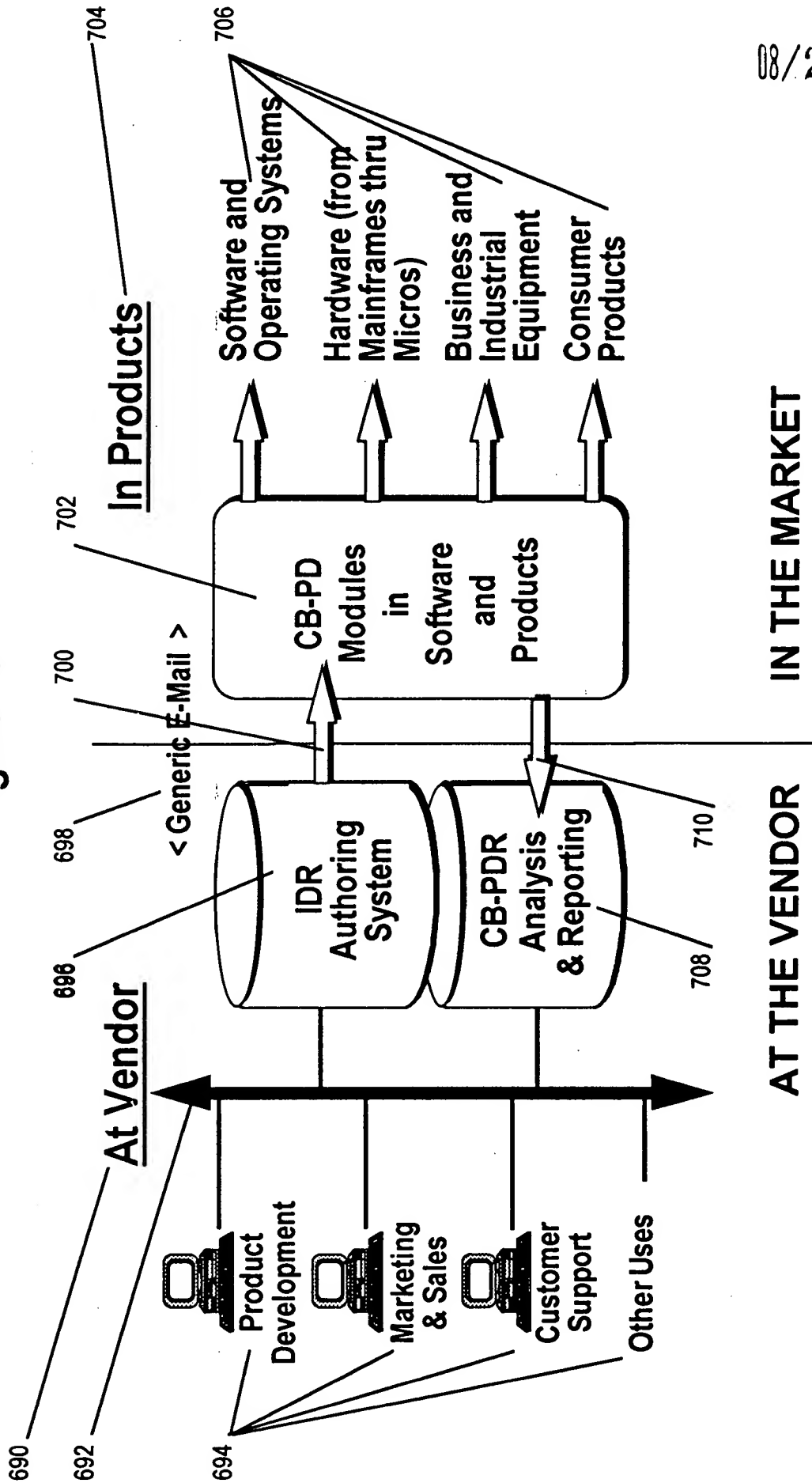


Figure 19
Open Communications and Transactions

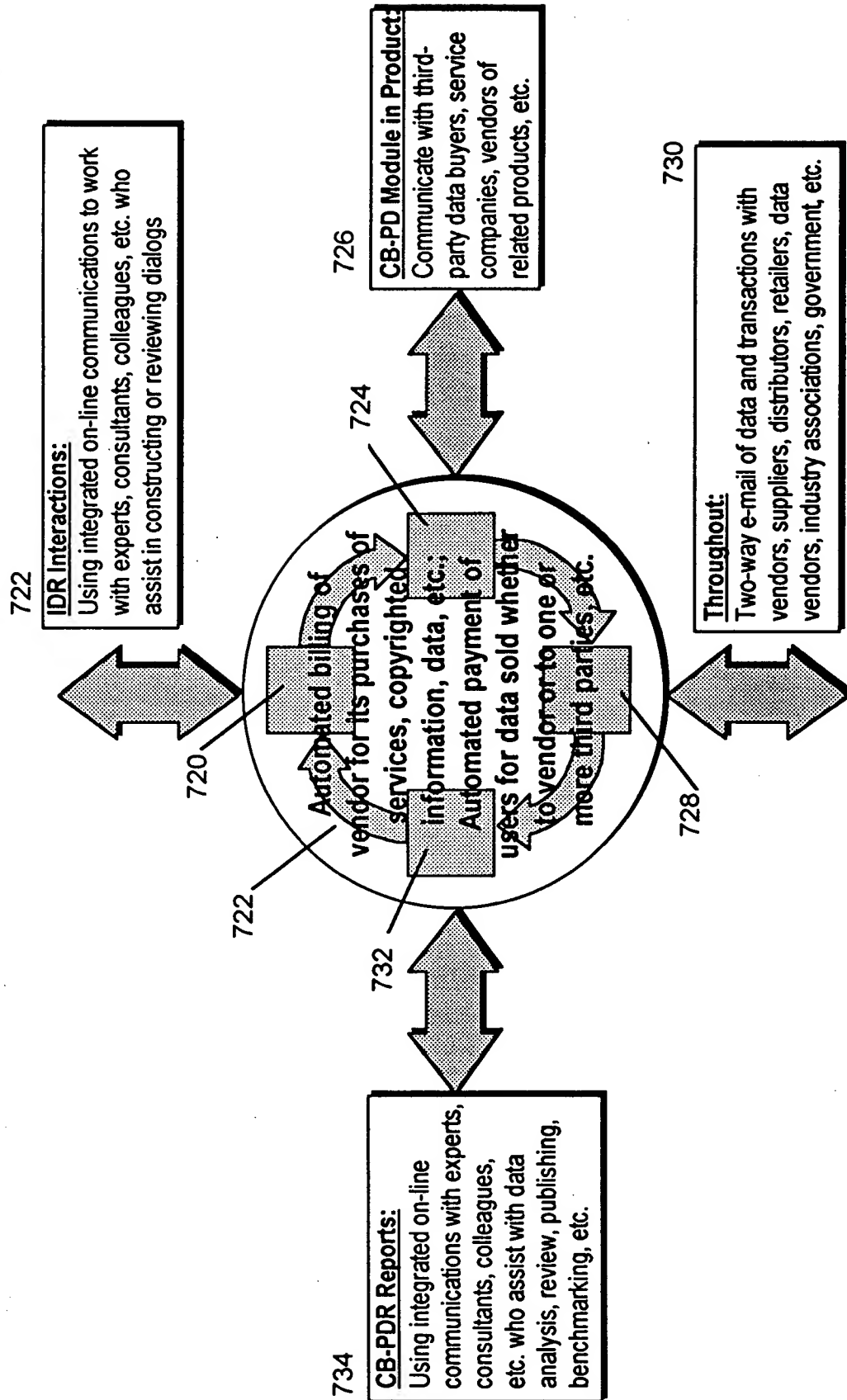


Figure 20

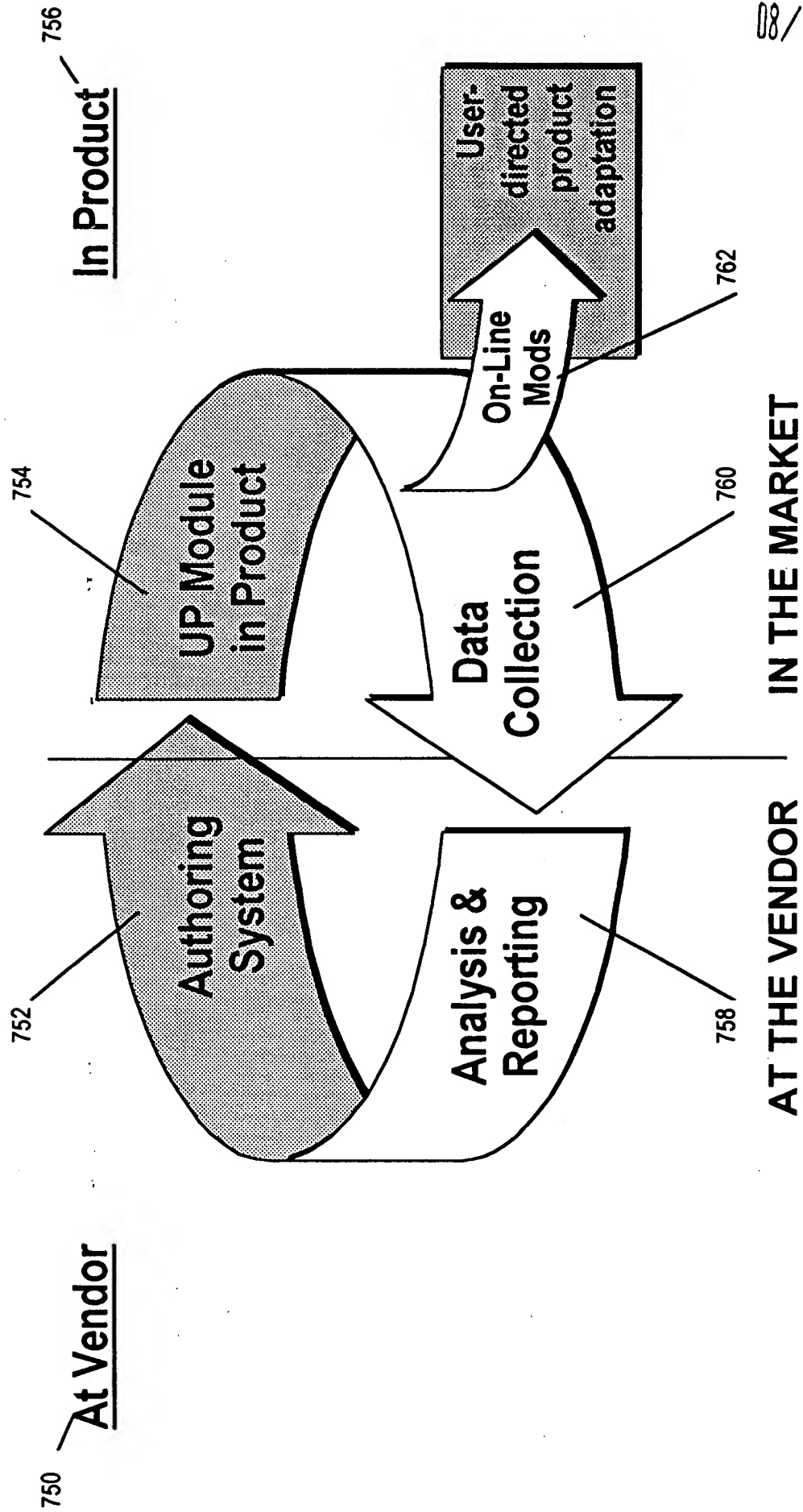
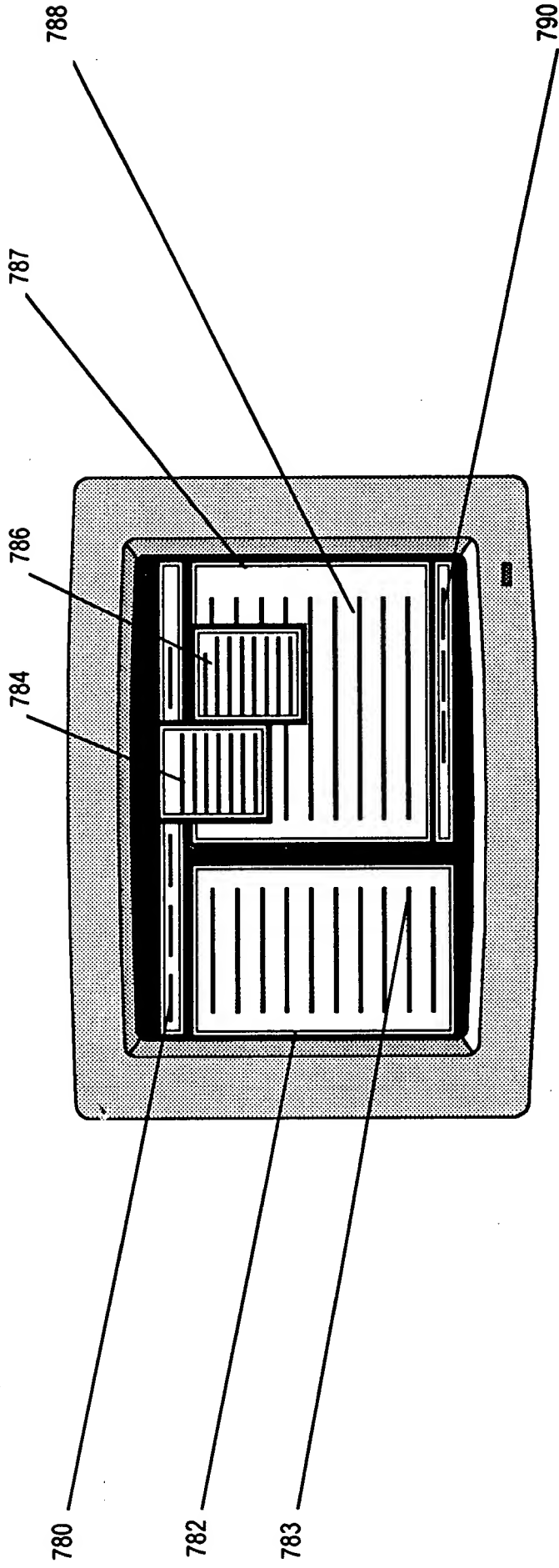


Figure 21



AT THE VENDOR

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Figure 22

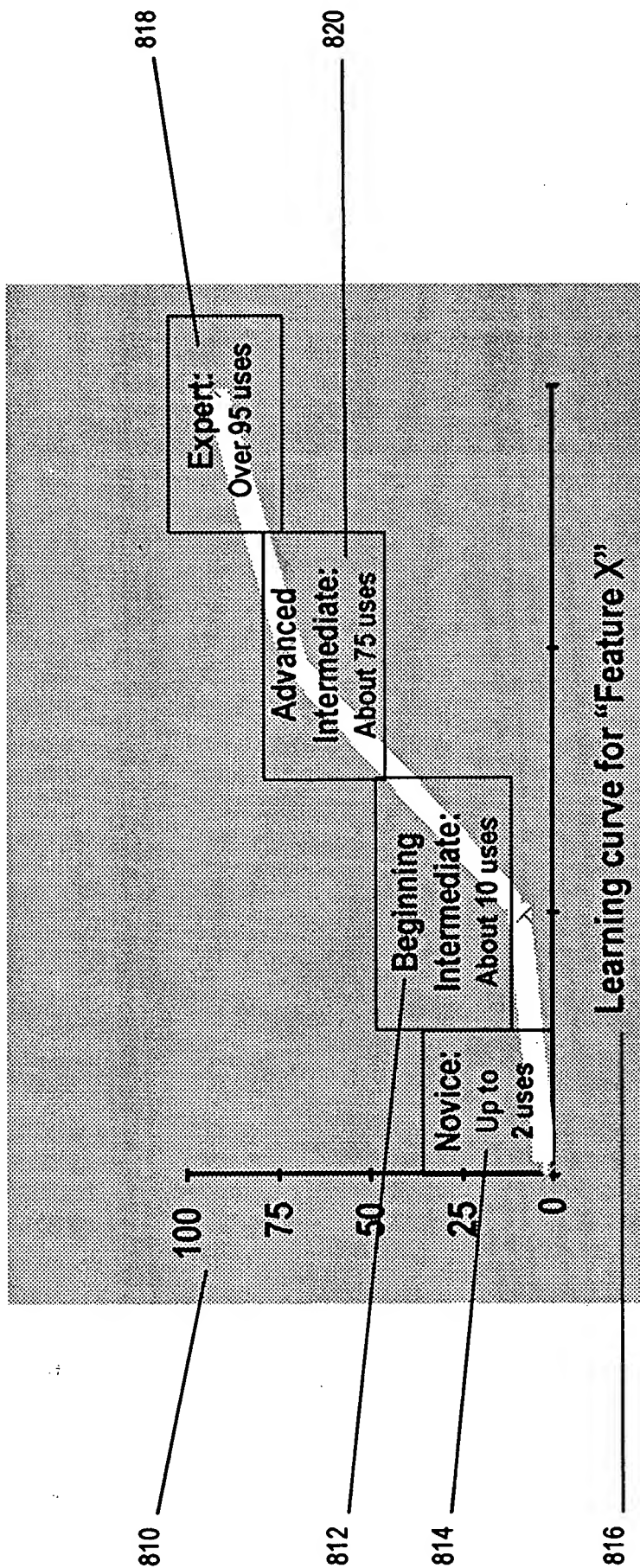


FIGURE 23

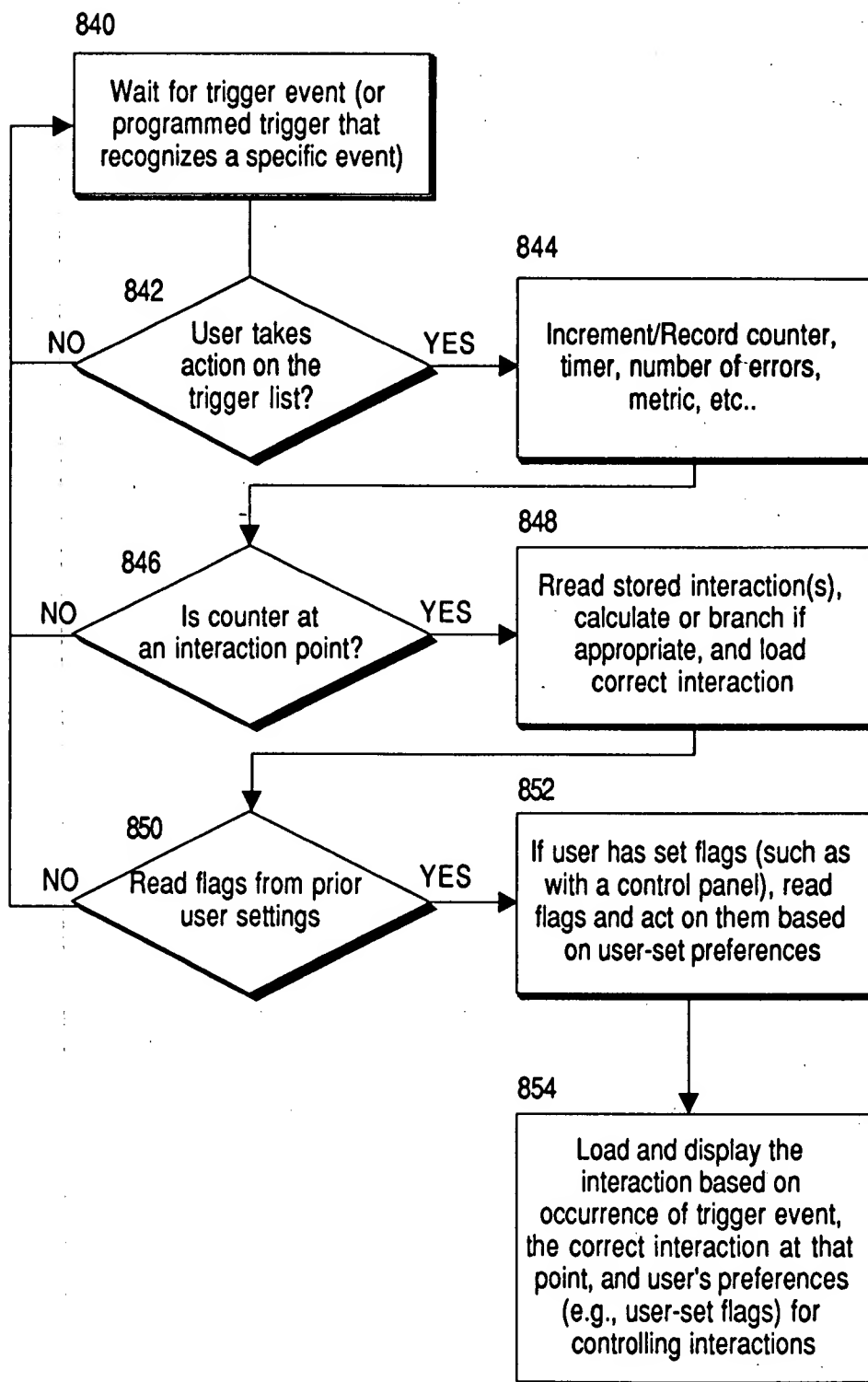


Figure 24

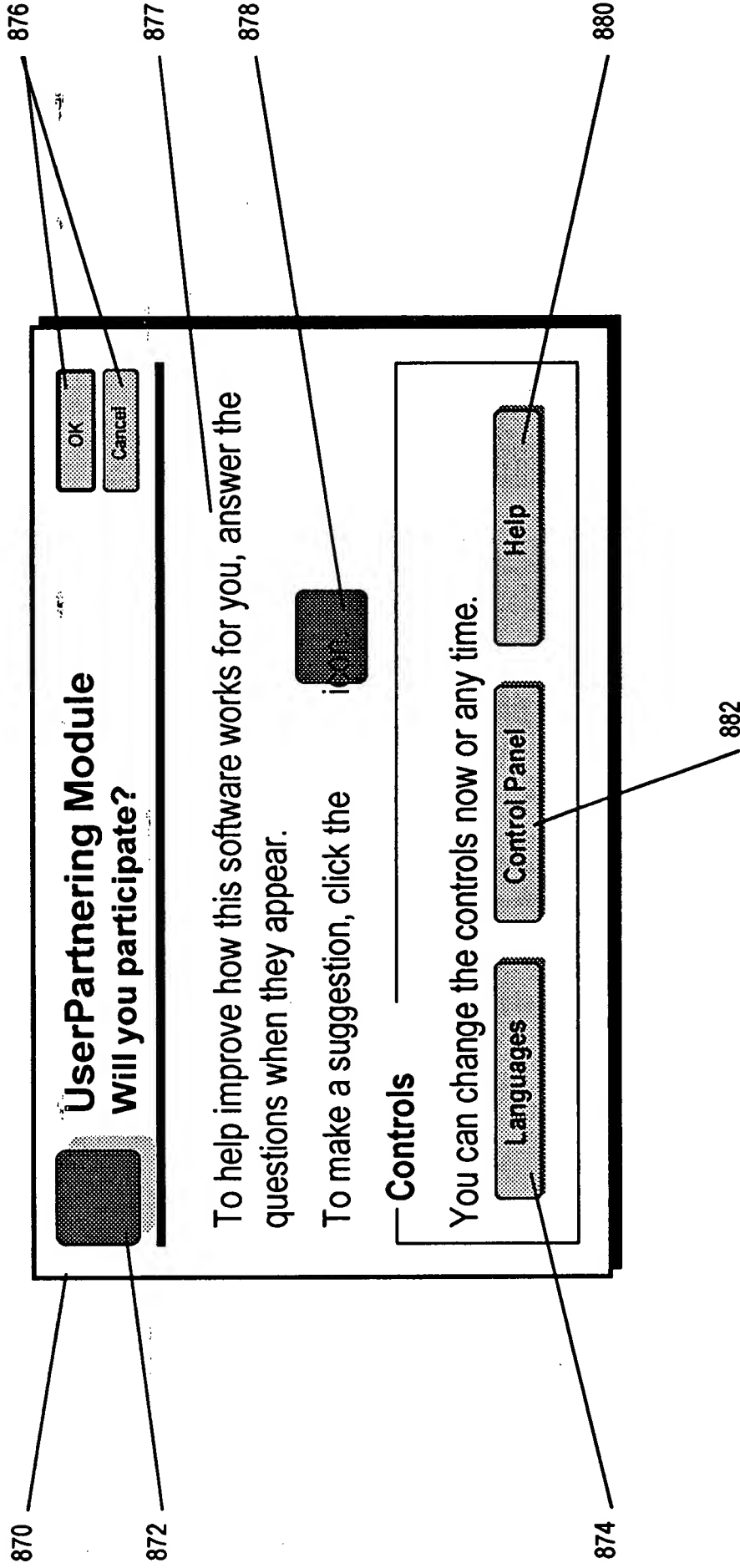
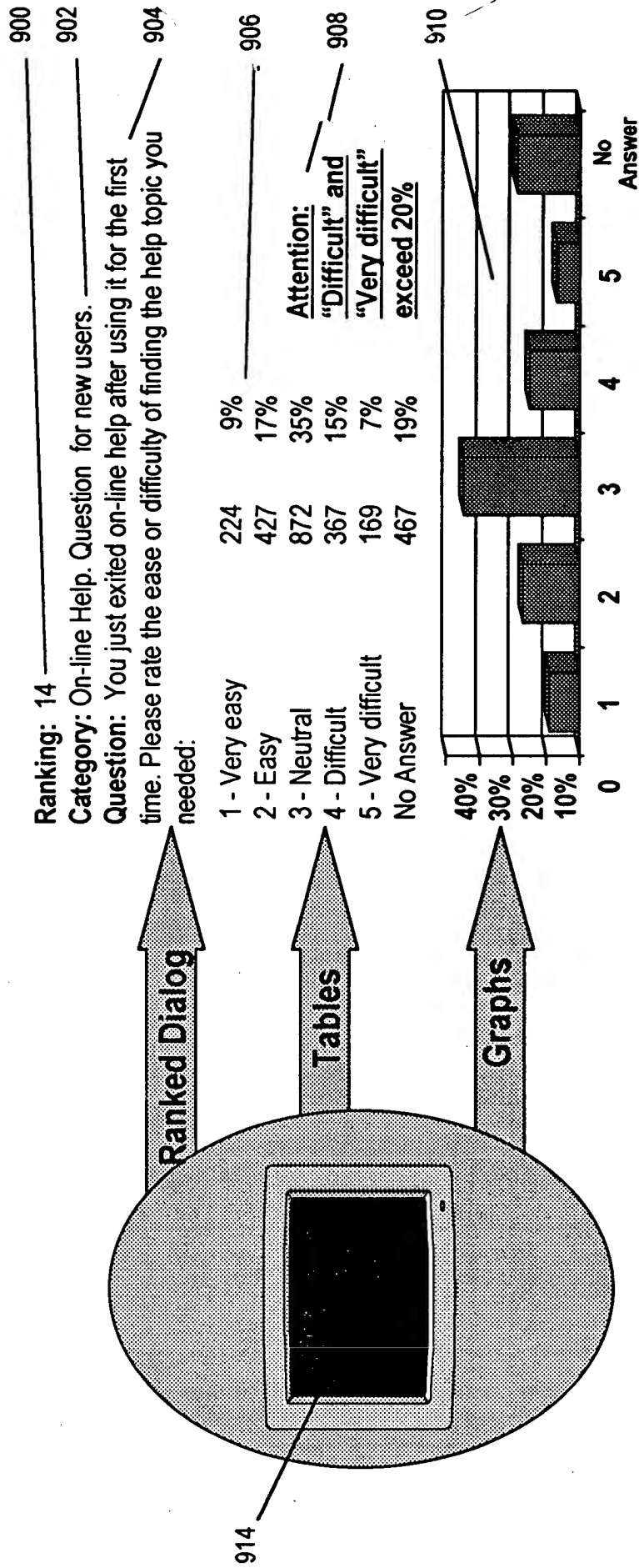


Figure 25



AT THE VENDOR

Figure 26

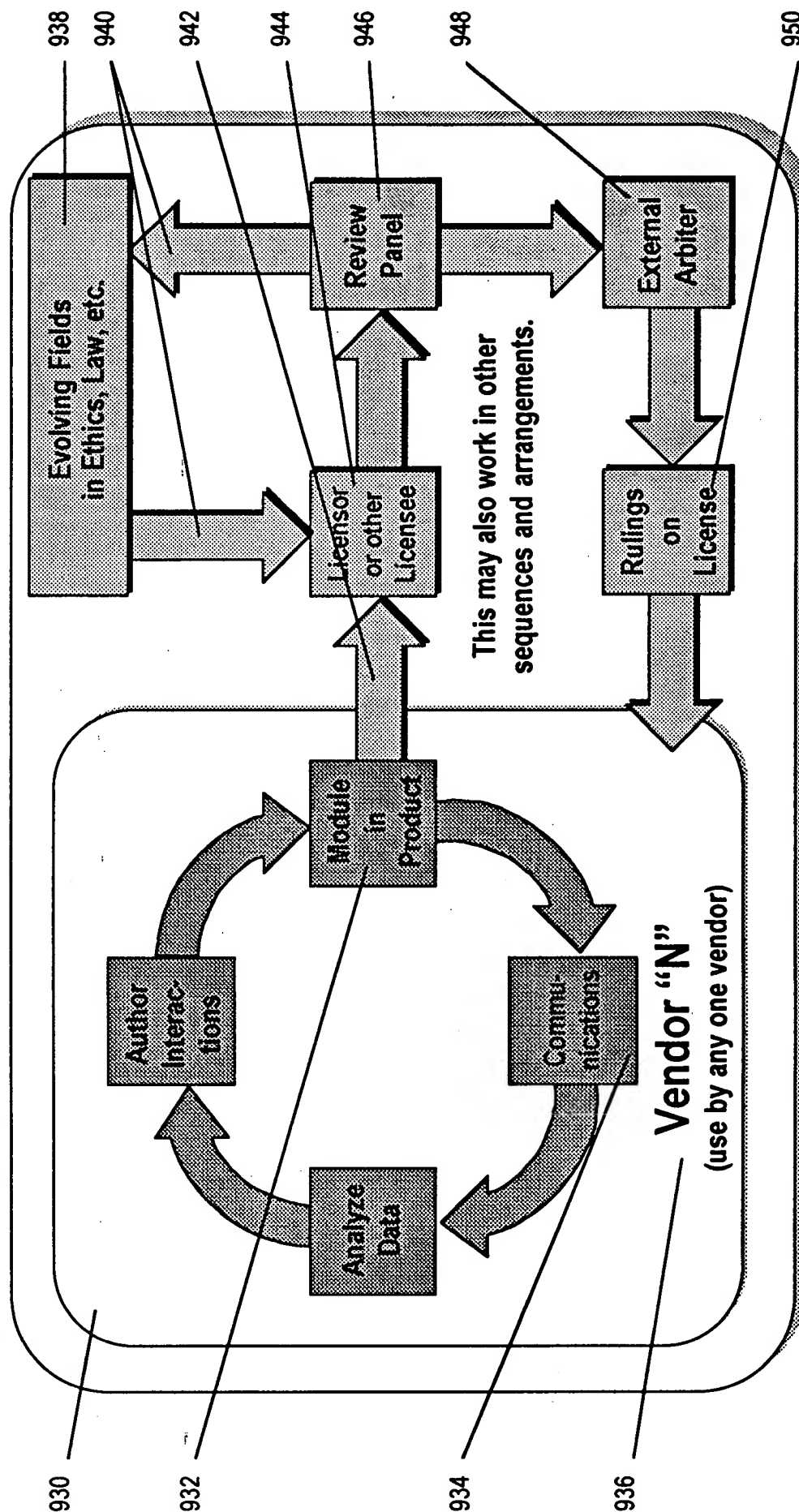
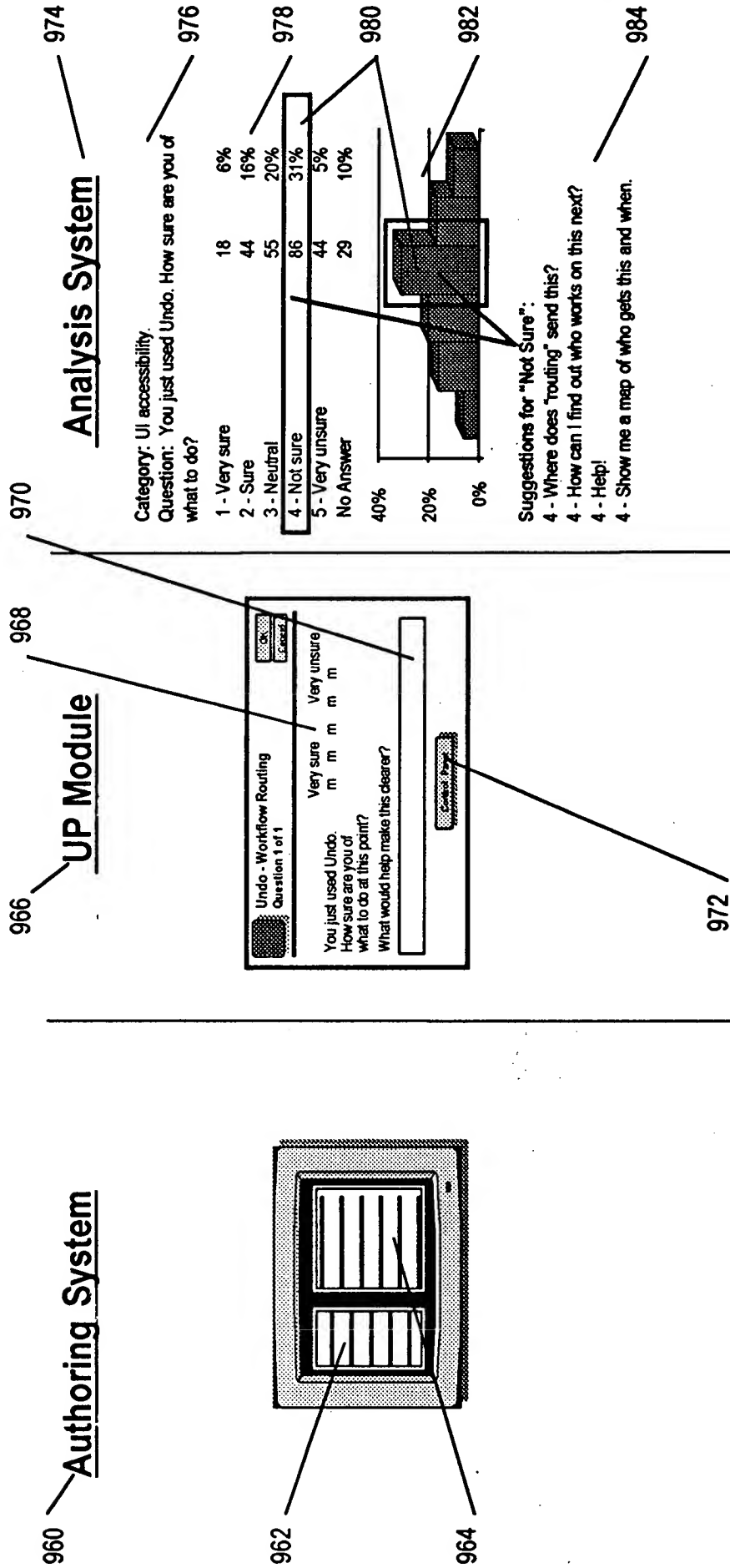


Figure 27



AT THE VENDOR

IN THE MARKET

AT THE VENDOR

08/243638

Figure 28

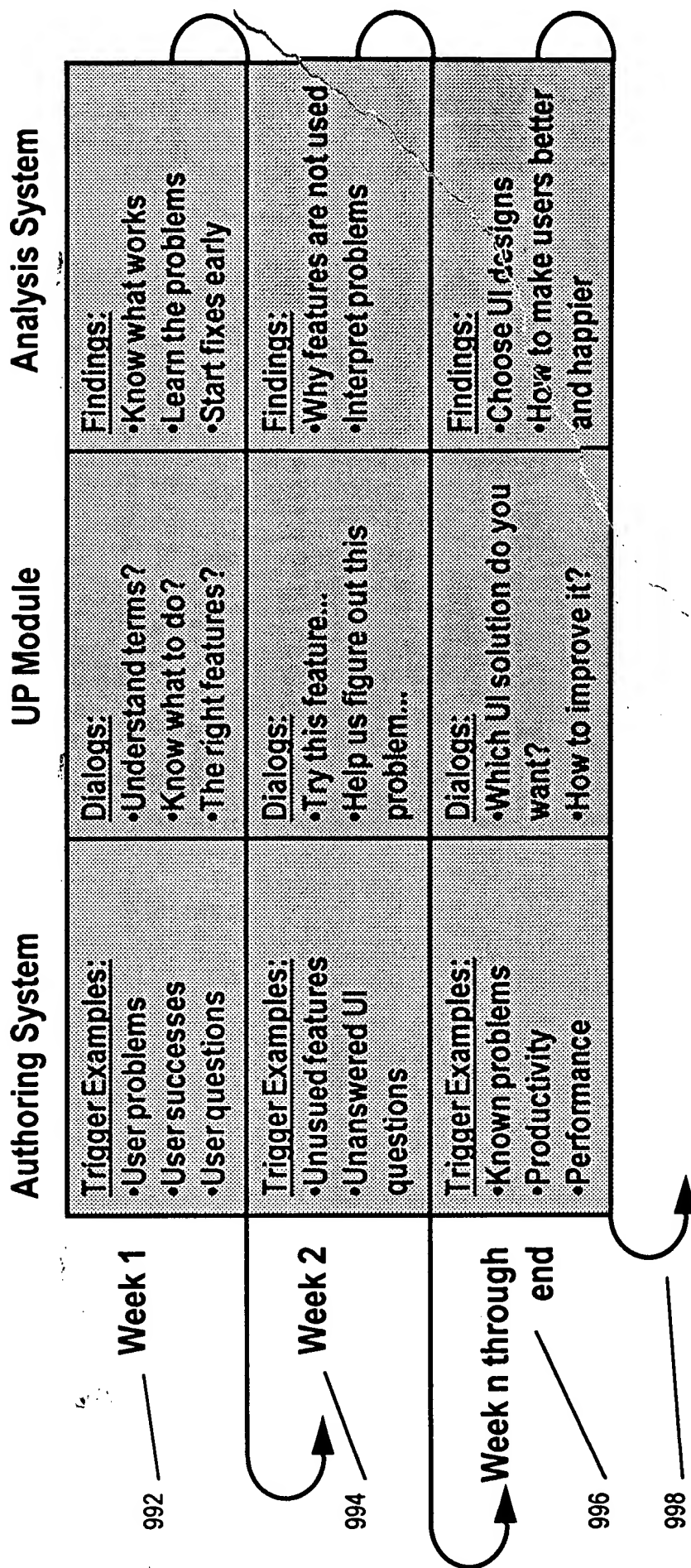
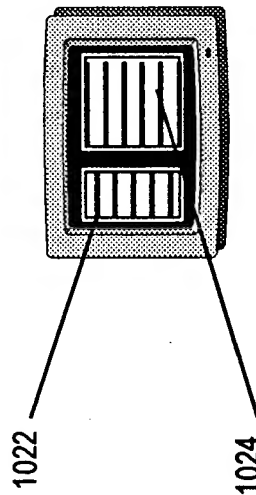


Figure 29

1020 Authoring System



AT THE VENDOR

1026

UP Module

1028

Learning Your Needs
Question 3 of 6

Where did you see the ad(s) that led you to buy this product?

☐ Byte
☐ Datamation
☐ PC Week
☐ Computer Language
☐ CASE Trends
☐ PC Computing

Cancel Page

1030

IN THE MARKET

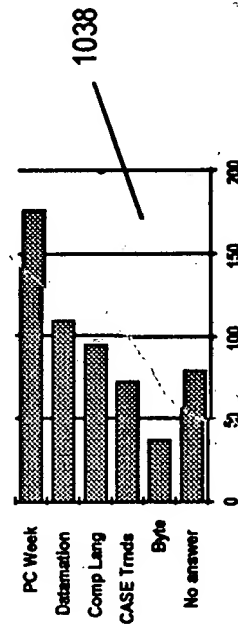
1032 Analysis System

Category: Customers who bought and installed the product within one week.
Question: Which media worked during the first week of sales?

1034

1036

1 - PC Week	176	6%
2 - Datamation	108	16%
3 - Computer Language	94	20%
4 - CASE Trends	72	31%
5 - Byte	37	5%
No answer	79	



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Figure 30

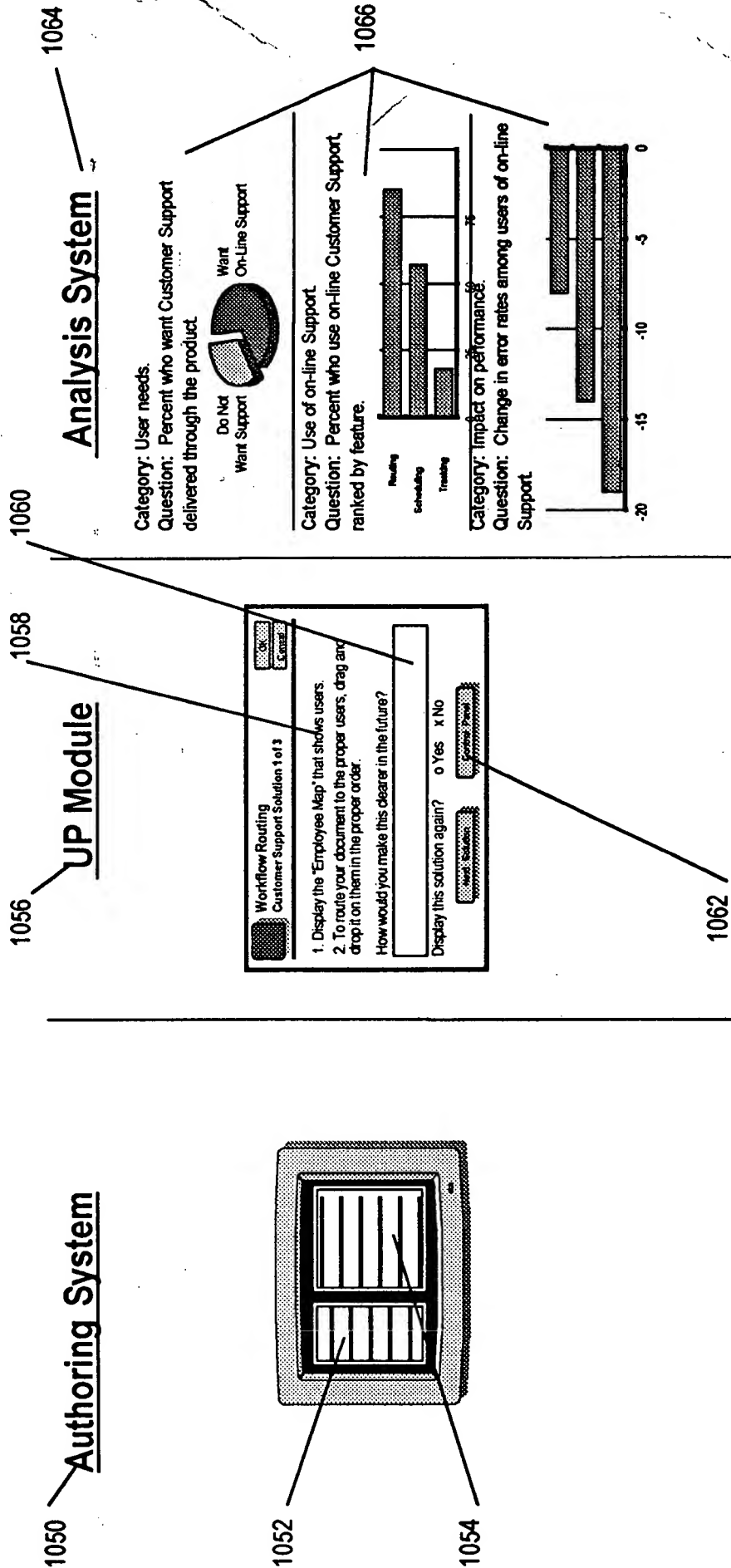
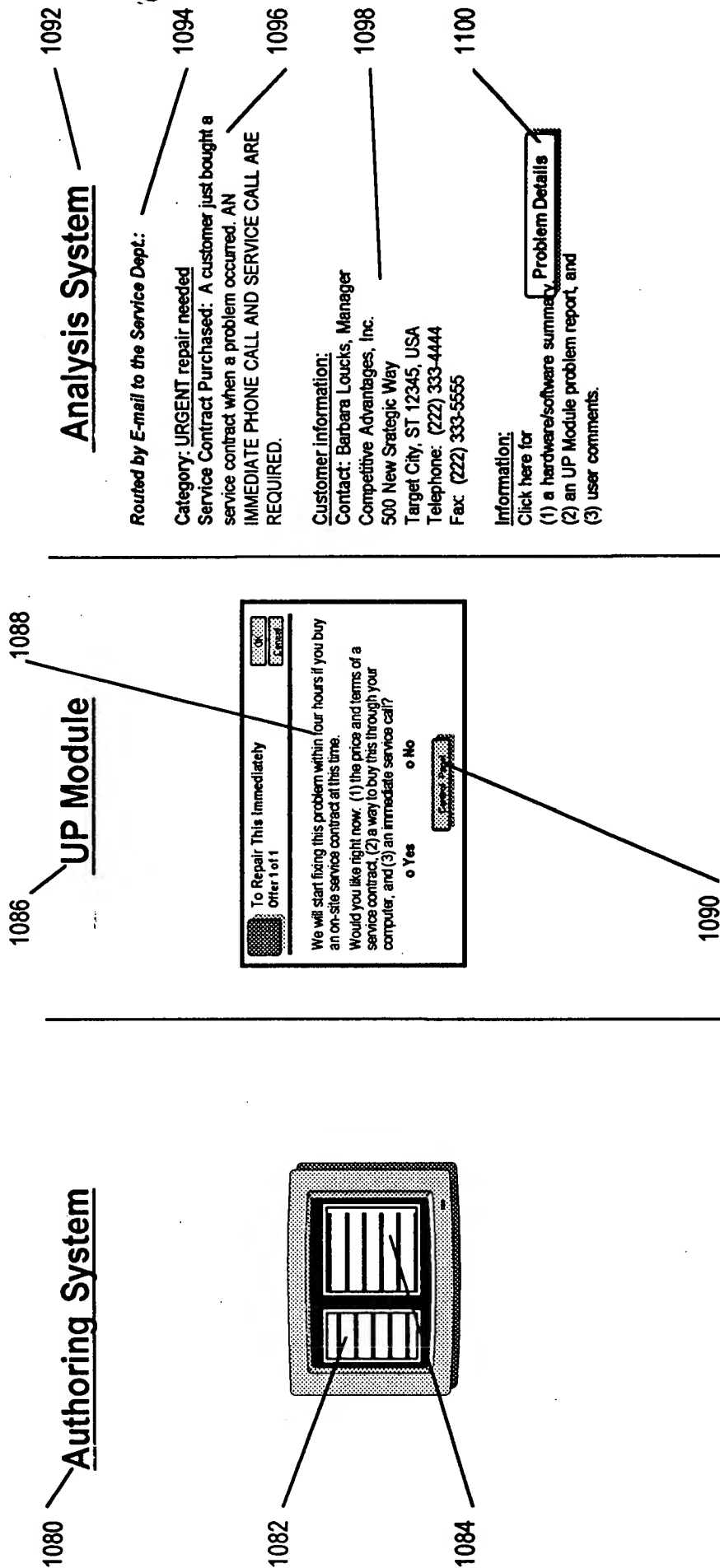


Figure 31



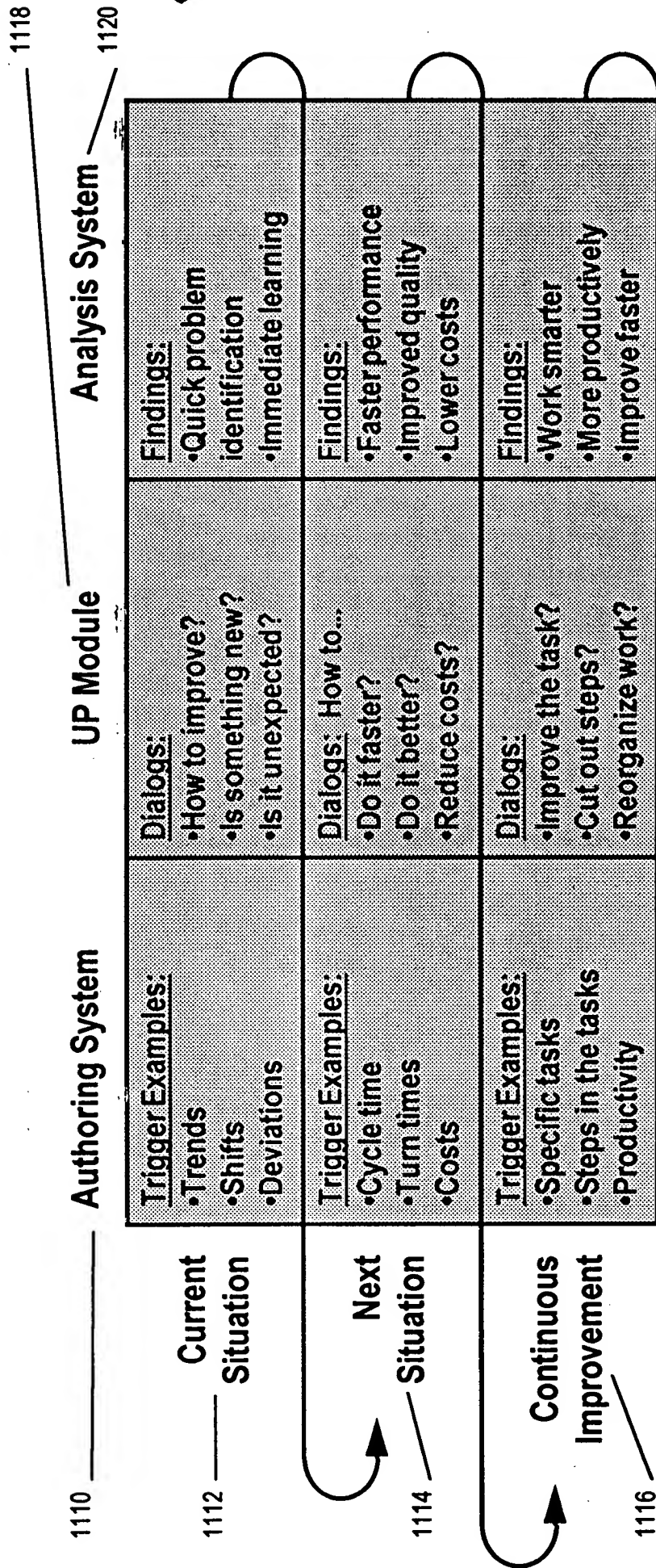
AT THE VENDOR

IN THE MARKET

AT THE VENDOR

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Figure 32



08/243638

Figure 33

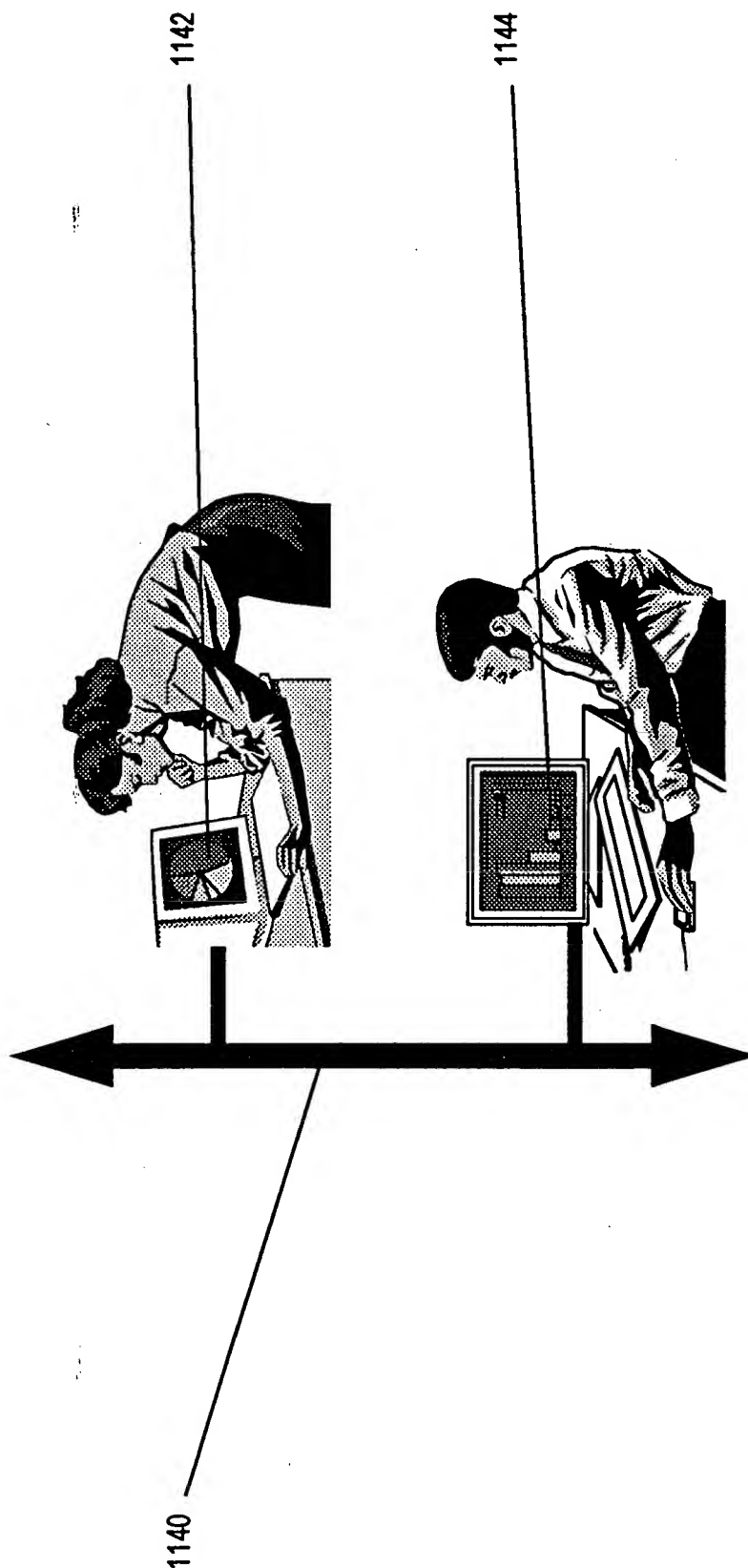


FIGURE 34A

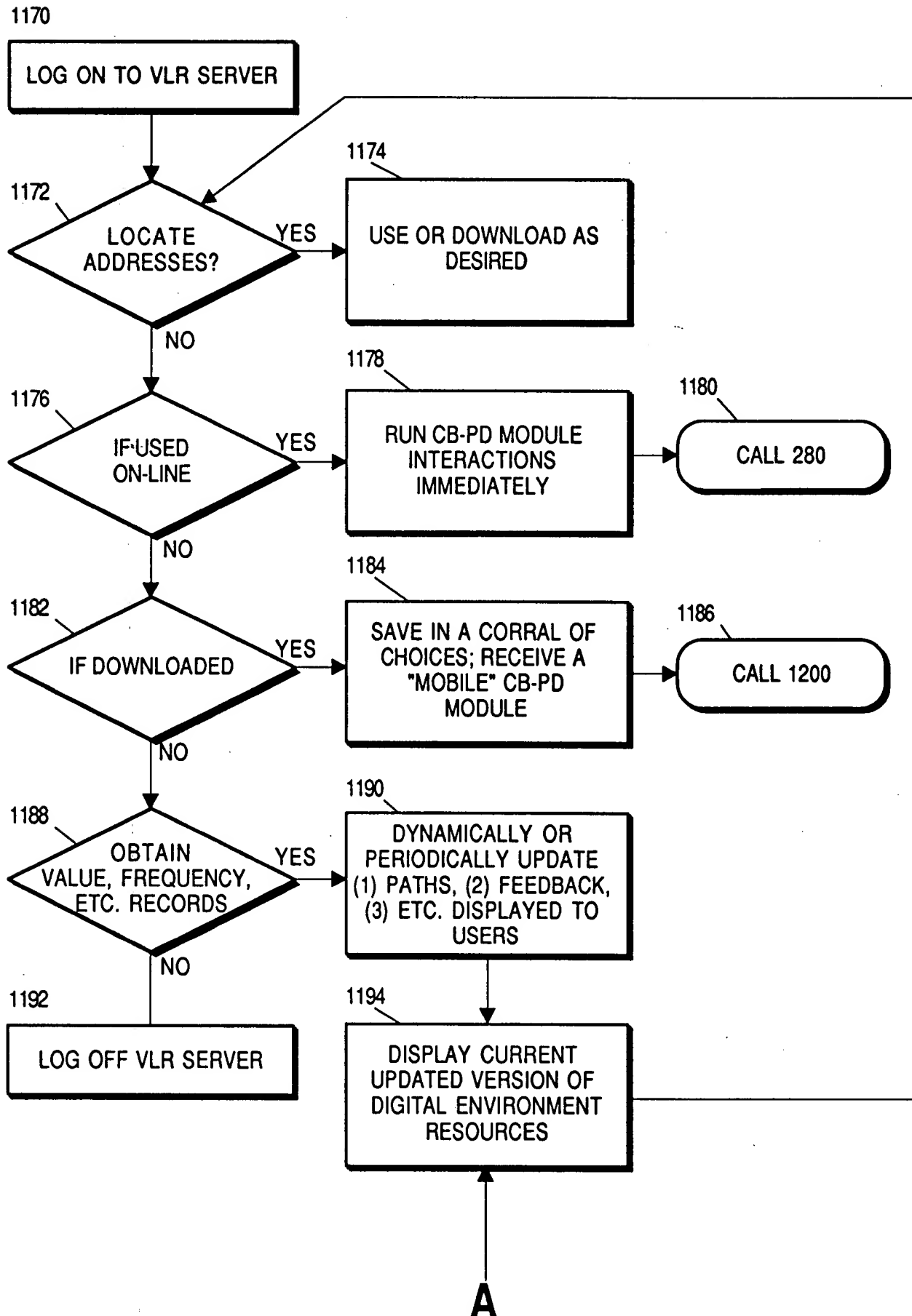


FIGURE 34B

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